

# Draft Local Plan (Regulation 18) Place Shaping Policies

Local Plan 2021-2041

March 2024



# Contents

<b>Section</b>	<b>Page Number</b>
<b>Hereford</b>	<b>1</b>
	<b>HERE1: Strategic development for Hereford</b> 4
	<b>HERE2: Supporting the vitality of Hereford city centre</b> 8
	<b>HERE3: Supporting jobs in Hereford</b> 11
	<b>HERE4: Supporting movement in and around Hereford</b> 15
	<b>HERE5: Sustainable urban expansion at Homer North</b> 16
	<b>HERE6: Sustainable urban expansion at Three Elms</b> 21
	<b>HERE7: Sustainable urban expansion at Lower Bullingham</b> 26
	<b>HERE8: Supporting education and community facilities in Hereford</b> 31
	<b>HERE9: Supporting greening of the city in Hereford</b> 32
<b>Bromyard</b>	<b>33</b>
	<b>BROM1: Strategic development for Bromyard</b> 36
	<b>BROM2: Land at Hardwick Bank</b> 39
	<b>BROM3: Land west of Linton Trading Estate</b> 44
<b>Kington</b>	<b>47</b>
	<b>KING1: Strategic development for Kington</b> 50
	<b>KING2: Land east of Kingswood Road</b> 55

<b>Section</b>		<b>Page Number</b>
<b>Ledbury</b>		<b>59</b>
	<b>LEDB1: Strategic development for Ledbury</b>	<b>62</b>
	<b>LEDB2: Land to the south of Ledbury</b>	<b>67</b>
	<b>LEDB3: Land south of Little Marcle Road</b>	<b>72</b>
	<b>LEDB4: Lawnside and Market Street Regeneration Area</b>	<b>75</b>
<b>Leominster</b>		<b>78</b>
	<b>LEOM1: Strategic development for Leominster</b>	<b>81</b>
	<b>LEOM2: Land south of the Primary School</b>	<b>84</b>
	<b>LEOM3: Land south of Leominster Enterprise Park</b>	<b>89</b>
<b>Ross on Wye</b>		<b>92</b>
	<b>ROSS1: Strategic development for Ross on Wye</b>	<b>95</b>
	<b>ROSS2: Land to the east of Ross on Wye</b>	<b>100</b>
<b>Rural Areas</b>		<b>107</b>
	<b>RURA1: Housing growth within Rural Hubs</b>	<b>113</b>
	<b>RURA2: Housing growth within Service Settlements</b>	<b>116</b>
	<b>RURA3: Strategic site allocations in the rural areas</b>	<b>122</b>
	<b>RURA4: Rural strategic transport</b>	<b>128</b>
	<b>RURA5: Rural strategic mitigation schemes</b>	<b>129</b>

# List of figures

<b>Section</b>	<b>Figure number and title</b>	<b>Page Number</b>
<b>Hereford</b>		
	<b>Figure 6: Hereford key facts</b>	<b>3</b>
	<b>Figure 7: Key diagram for Hereford</b>	<b>6</b>
	<b>Figure 8: Hereford city centre map</b>	<b>9</b>
	<b>Figure 9: Hereford Enterprise Zone Extension</b>	<b>12</b>
	<b>Figure 10: Land east of the Cattle Market</b>	<b>13</b>
	<b>Figure 11: Sustainable urban extension at Holmer North</b>	<b>18</b>
	<b>Figure 12: Sustainable urban extension at Three Elms</b>	<b>23</b>
	<b>Figure 13: Sustainable urban extension at Lower Bullingham</b>	<b>28</b>
<b>Bromyard</b>		
	<b>Figure 14: Bromyard key facts</b>	<b>35</b>
	<b>Figure 15: Key diagram for Bromyard</b>	<b>37</b>
	<b>Figure 16: Land at Hardwick Bank</b>	<b>41</b>
	<b>Figure 17: Land west of Linton Trading Estate</b>	<b>45</b>
<b>Kington</b>		
	<b>Figure 18: Kington key facts</b>	<b>49</b>
	<b>Figure 19: Key diagram for Kington</b>	<b>51</b>
	<b>Figure 20: Land east of Kingswood Road</b>	<b>57</b>

<b>Section</b>	<b>Figure number and title</b>	<b>Page Number</b>
<b>Ledbury</b>		
	<b>Figure 21:Ledbury key facts</b>	<b>61</b>
	<b>Figure 22: Key diagram for Ledbury</b>	<b>64</b>
	<b>Figure 23: Land to the south of Ledbury</b>	<b>69</b>
	<b>Figure 24: Land south of Little Marcle Road</b>	<b>74</b>
	<b>Figure 25: Lawnside and Market Street Regeneration Area</b>	<b>76</b>
<b>Leominster</b>		
	<b>Figure 26: Leominster key facts</b>	<b>80</b>
	<b>Figure 27: Key diagram for Leominster</b>	<b>82</b>
	<b>Figure 28: Land south of the Primary School</b>	<b>86</b>
	<b>Figure 29: Land south of Leominster Enterprise Park</b>	<b>90</b>
<b>Ross on Wye</b>		
	<b>Figure 30: Ross on Wye key facts</b>	<b>94</b>
	<b>Figure 31: Key diagram for Ross on Wye</b>	<b>96</b>
	<b>Figure 32: Land to the east of Ross on Wye</b>	<b>103</b>
<b>Rural Areas</b>		
	<b>Figure 33: Rural areas key facts</b>	<b>109</b>
	<b>Figure 34: Distribution of rural settlements</b>	<b>121</b>

<b>Section</b>	<b>Figure number and title</b>	<b>Page Number</b>
	<b>Figure 35: Land adjoining Nursery Cottages</b>	<b>123</b>
	<b>Figure 36: Land south of Chapel Lane</b>	<b>124</b>
	<b>Figure 37: Land north of Size Brook</b>	<b>125</b>
	<b>Figure 38: Land west of Colwall Primary School</b>	<b>126</b>
	<b>Figure 39: Land opposite playing fields</b>	<b>127</b>

## List of tables

<b>Section</b>	<b>Table number and title</b>	<b>Page Number</b>
<b>Hereford</b>		
	<b>Table 7: Hereford housing requirements</b>	<b>7</b>
<b>Bromyard</b>		
	<b>Table 8: Bromyard housing requirements</b>	<b>38</b>
<b>Kington</b>		
	<b>Table 9: Kington housing requirements</b>	<b>52</b>
<b>Ledbury</b>		
	<b>Table 10: Ledbury housing requirements</b>	<b>65</b>
<b>Leominster</b>		
	<b>Table 11: Leominster housing requirements</b>	<b>83</b>
<b>Ross on Wye</b>		
	<b>Table 12: Ross on Wye housing requirements</b>	<b>97</b>
<b>Rural Areas</b>		
	<b>Table 13: Rural housing growth requirement</b>	<b>111</b>
	<b>Table 14: Rural Hubs and housing growth requirements</b>	<b>114</b>
	<b>Table 15: Rural Hubs with environmental constraints and their housing growth requirements</b>	<b>115</b>
	<b>Table 16: Service Settlements and housing growth requirements</b>	<b>117</b>
	<b>Table 17: Service Settlements with environmental constraints and housing growth requirements</b>	<b>119</b>



# Hereford



Hereford is the county town of Herefordshire. It provides regionally important employment, retail, leisure, healthcare and learning opportunities for those living and working in the city, as well as in the surrounding towns and villages.

Hereford city has a population of around 60,000. It is recognised for its rich historical value and attractive position on the River Wye. The city is home to one of only five Areas of Archaeological Importance (AAI) in the country, bounded by medieval city walls, as well as some early twentieth century suburbs and monastic precincts. This historical value is further reflected in that it has seven Conservation Areas.

The city has the county's most comprehensive transport links, with its train station directly serving destinations such as London, Cardiff, Birmingham and Manchester, and various bus links connecting the city with the rest of the county and parts of Wales.

The River Wye runs through Hereford towards the south of the city centre. There are only two road crossings over the river, which contributes to congestion on the A49 running through the centre of the city. Owing to the high volumes of traffic in the city causing higher levels of pollution, there is an Air Quality Management Area located at the corner of the A49 trunk road and the A438. The city benefits from various pedestrian and cycle links, which are used for both commuting and recreation.

Hereford suffers from periodic flooding, affecting areas around the River Wye and northern parts of the city around Yazor Brook. Flood alleviation schemes are in place on the Yazor Brook and in the area immediately south of the River Wye.

Hereford needs more homes and employment land to ensure that future generations of people can thrive here. It also needs to adapt to climate change, respond to the ecological emergency and build a stronger and more prosperous economy. The policies set out below seeks to address these issues, whilst providing for the sustainable growth of the city.

The following infographic provides an overview of facts and figures about Hereford.

Figure 6: Hereford key facts

### Total Population



**61,273**  
(ONS, census 2021)

### Age Profile



**10,416**  
(17%)  
Aged 0-14



**39,215**  
(64%)  
Aged 15-64



**11,642**  
(19%)  
Aged 65+

(ONS, census 2021)

### Travel to work



**59%**  
Vehicle



**1%**  
Bus or  
Train



**2%**  
Other



**22%**  
Walk or  
Cycle



**16%**  
Work  
from  
home

(ONS, census 2021)

### Employment

**24%**  
Employed in production,  
including manufacturing



**27%**  
Employed in distribution,  
transport, accommodation  
& food



**40%**  
Employed in public  
administration, education  
& health

**5%**  
Employed in business  
services activities

**4%**  
Employed in other areas

(ONS, census 2021)

### NDP Status



Hereford city is not  
producing a  
Neighbourhood  
Development Plan

### Carbon Footprint



**13.4t CO2e\*** per-household  
territorial footprint.

\*carbon dioxide equivalent  
(a number of different gasses  
collectively as a common unit)  
[Community carbon calculator](#) 2021

### Deprivation Levels



Not deprived: **47%**  
Deprived in 1 area: **34%**  
Deprived in 2 areas: **15%**  
Deprived in 3 areas: **4%**  
Deprived in 4 areas: **0.29%**

(ONS, census 2021)

### Public Transport



A train station with regular  
services to Birmingham/  
Worcester, Oxford/London,  
Cardiff and Manchester.  
Reasonably good bus  
service levels within the  
city. Regular hourly/two  
hourly services to all towns.  
Services connect to outlying  
rural areas and are  
mainly subsidised. Many  
taxi services. Bike hire  
scheme and 20 miles of  
traffic-free paths.

### Residential Planning Statistics



Herefordshire commitments  
for granted planning  
permissions at April 2023:  
**500 dwellings**

**Building Rates:** over past  
11 years on average **52**  
dwellings built per annum

### Air Quality Management Area (AQMA)

at the corner of the  
A49 trunk road and the  
A438.

Taking all these factors into account, the strategy seeks to promote the sustainable growth of Hereford by providing housing and employment opportunities, whilst at the same time helping to minimise carbon emissions and enabling the local community to live more active and healthy lifestyles. The main focus for housing, together with supporting facilities and services, will be through three urban extensions to the north, west and south of the city, and within the urban village in the centre. These are set out in policies HERE1, HERE2 and HERE5 - 7 below.

## **Policy HERE1: Strategic development for Hereford**

Hereford will accommodate a minimum of 5,600 new homes during the plan period.

The following locations have been identified for strategic residential development:

- HERE2 Hereford city centre - approximately 800 new homes.
- HERE5 Land at Holmer North - approximately 900 new homes;
- HERE6 Land at Three Elms - approximately 950 new homes;
- HERE7 Land at Lower Bullingham - approximately 1,000 new homes;

The remaining new homes will be delivered through non-strategic sites allocated in either a Neighbourhood Development Plan or further Development Plan Document, existing commitments and windfall developments.

To complement the housing growth, around 40 to 60 hectares of new employment land is expected to be delivered within this plan period, to support future employment needs. Approximately 22 hectares has been identified in Policy HERE3; Hereford Enterprise Zone Extension and land east of the Hereford Cattle Market. Further employment land will be expected to come forward through mixed use schemes on the strategic allocations; HERE5, HERE6 and HERE7.

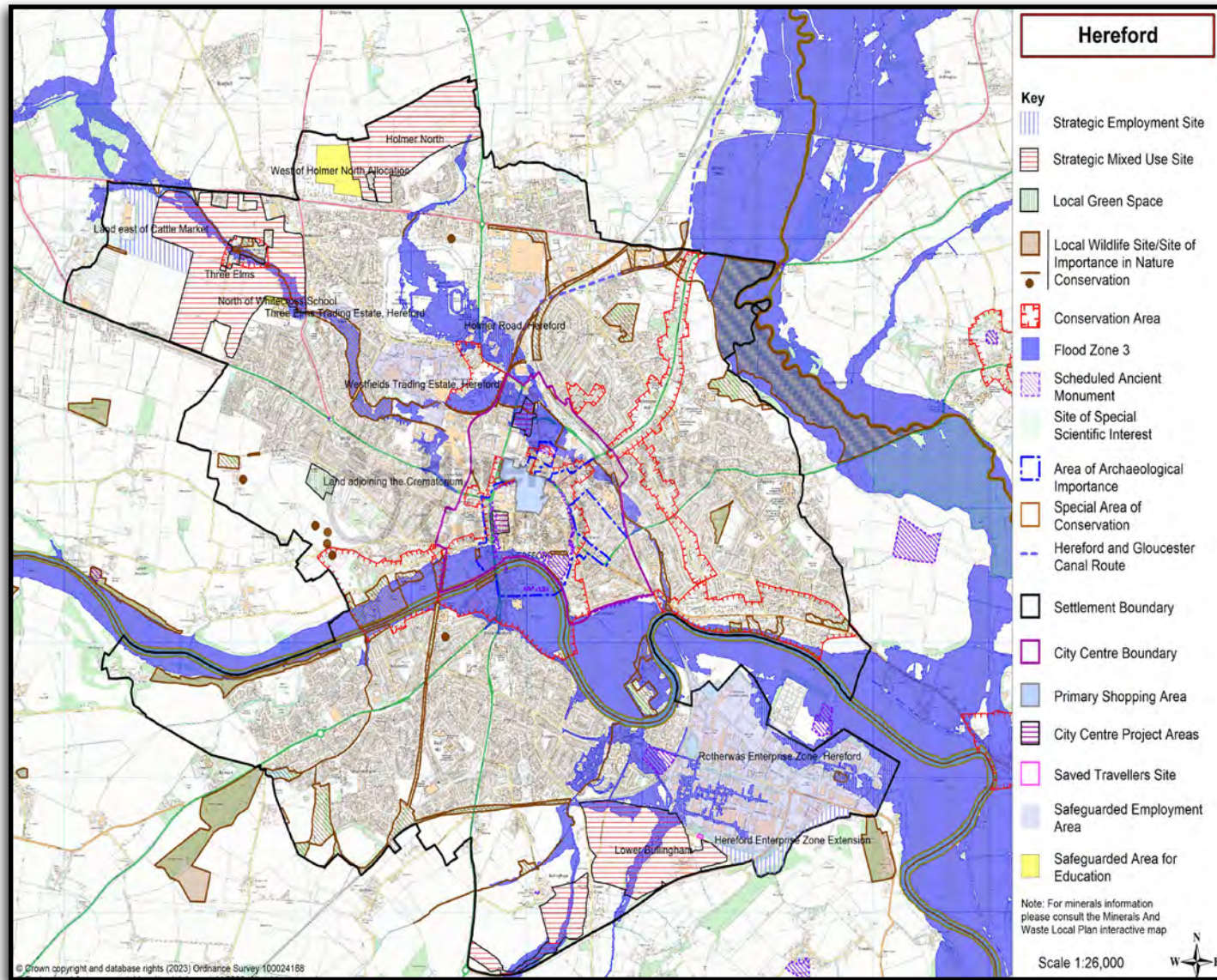
The area in which this future growth may take place is defined by the Hereford settlement boundary, as shown on the key diagram. Development in areas outside this boundary will be subject to the Rural Policies RURA1 to RURA5.

In addition to the requirements of other Local Plan policies, new development proposals in Hereford will be supported where they:

1. Strengthen and safeguard the vitality and viability of Hereford city centre. Hereford city centre will continue to be supported to serve its sub-regional status as a shopping destination. The retail boundary, as identified within this policy, outlines the boundary of the town centre. Future retail proposals outside the town centre boundary will be subject to a retail impact assessment (Policy PE3) to identify any potential adverse effects on the town centre's retailers and traders;
2. Secure and/or assist in delivering, where necessary, a new or expanded GP surgery, to alleviate both current pressure and support an increase in local population;
3. Where necessary, safeguard land for new schools and either deliver schools or make additional contributions towards education facilities;

4. Demonstrate that proposals reflect and are sympathetic to the special character and distinctiveness of Hereford's historic city centre, Conservation Areas, Area of Archaeological Importance and wider urban area. Development proposals must also demonstrate that they align with the Hereford Design Code;
5. Ensure that development does not exacerbate air quality conditions within the designated Air Quality Management Area, centred on the A465 and north of the city centre;
6. Minimise impacts upon the local transport network in and around Hereford through careful location and design. Furthermore, they should offer access to a choice of transport modes, in accordance with Policy CC1; and
7. Safeguard, enhance and extend access to green and blue networks and spaces along the Great Western Way, the Herefordshire and Gloucestershire Canal route, River Wye, Yazor Brook and Public Rights of Way to Belmont Country Park and the surrounding countryside. Make provision in appropriate locations for urban greening and tree planting within and surrounding Hereford city.

Figure 7: Key diagram for Hereford



## New homes requirement

As of April 2023, around 1,550 of the overall housing target in Hereford had been met through housing completions and with outstanding planning permissions. The following table provides an assessment of how the Local Plan target of 5,600 dwellings over the plan period can be achieved. In addition, it estimates the housing which will come forward on windfall sites during the plan period and includes a lapse rate and additional buffer to take account of any shortfall. The Hereford growth target is around 4,500.

**Table 7: Hereford housing requirements**

<b>Hereford growth strategy</b>	<b>5,600</b>
Windfall allowance	445
Existing commitments at 2023	500
Built 2021 - 2023	609
NDP allocations without planning permission	0
<b>Total accounted for</b>	<b>1,554</b>
<b>Residual growth target</b>	<b>4,046</b>
5% lapse rate on commitments not started	14
10% buffer	405
<b>Hereford growth target</b>	<b>4,465</b>

## Larger brownfield sites

In this plan period, or possibly beyond, larger scale residential brownfield development opportunities may arise within the city, should commercial land become available through the relocation of businesses. Proposals will be subject to determination by the Local Planning Authority, however the principal of development on such sites will be generally supported provided neighbouring land uses are compatible.

## Well connected community principles

All strategic sites within Hereford will require master planning to consider active travel measures, safer routes to school and to encourage the principles of a well-connected community. The creation and enhancement of walking and cycling links within these sites to the wider transport network will need to be embedded throughout the design process. Mixed use developments will also offer convenience for residents, as more services and functions are included as integral elements.

### Policy HERE2: Supporting the vitality of Hereford city centre

The area within the defined Hereford city centre boundary will accommodate around 800 new homes during the plan period.

City centre living will be strongly encouraged, with new residential developments to be brought forward on brownfield sites, and through high quality and well-designed conversions of under-utilised spaces, including the upper floors of retail units.

The following areas will provide opportunities for affordable housing as well as the accommodation needs of students as the city's higher education provision is developed over the plan period:

- Merton Meadow car park;
- Station Approach.

Proposals for the redevelopment of the country bus station site, to provide hospital key worker accommodation and visitor parking, will also be supported.

Proposals for retail, leisure and other town centre uses must be preferentially located within the defined town centre for Hereford, unless it can be demonstrated through the sequential test that this is not possible.

Proposals within the defined Primary Shopping Area will be subject to safeguards, where necessary, to retain the predominantly retail function within it.

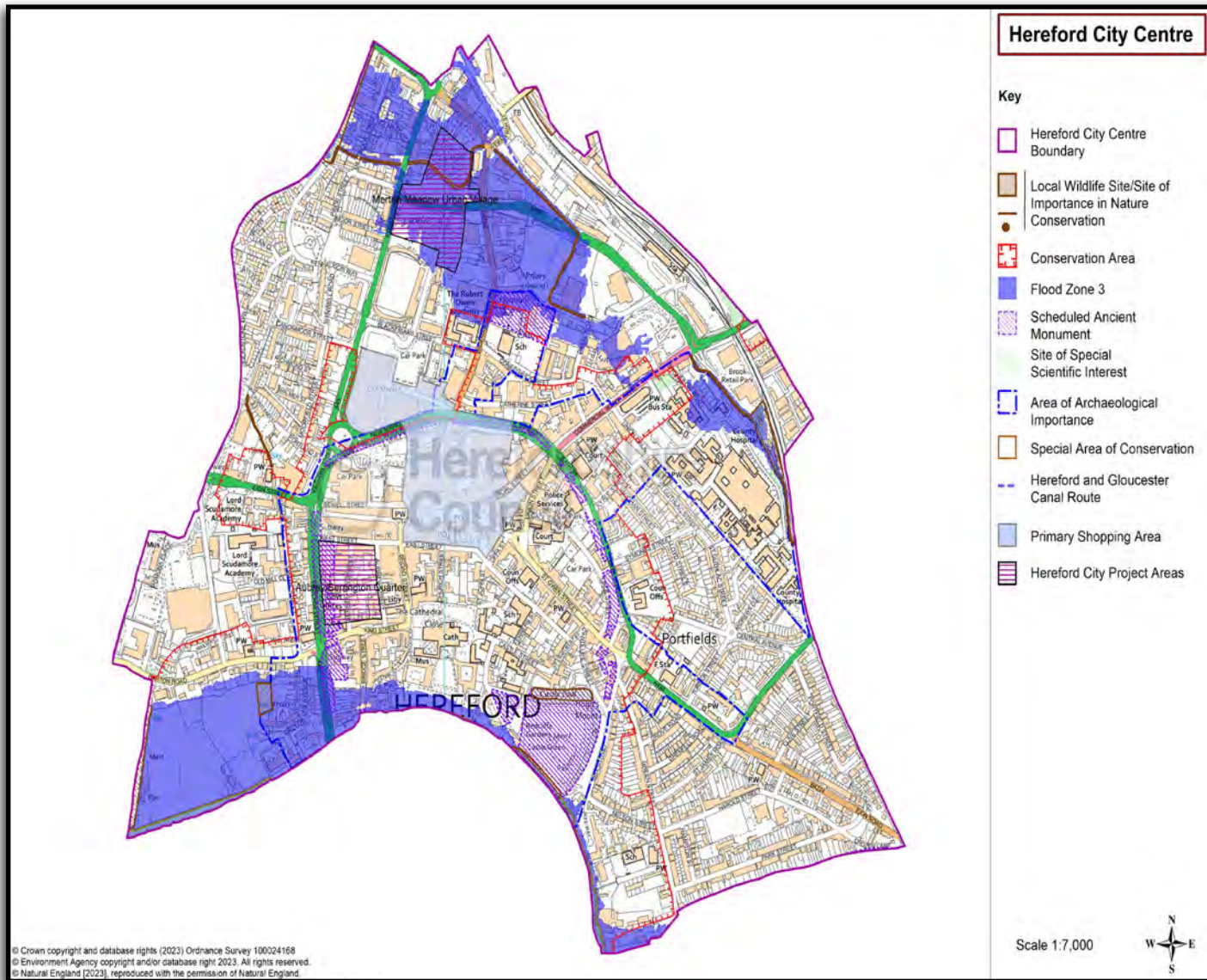
Support will be given to proposals that enhance the city centre's night time economy and that are able to co-exist with city centre residences.

Other commercial proposals to increase activity in the city centre, such as live-work uses, which enable living and work arrangements to be co-located, will also be encouraged and supported.

Support will be given to tourism proposals that enhance visitor appeal to the centre of the city, notably, public realm improvements centred around Castle Green, improving access to the River Wye.

Support will also be given to proposals that strengthen the hospitality sector, specifically the emerging agglomeration of independent food and drink outlets in the Berrington/Aubrey Street area, which contribute positively to the regeneration of this area of the city centre.

Figure 8: Hereford city centre map





## City centre living

Hereford city centre has a number of potential residential development opportunities, in the form of brownfield land specifically through under-utilised spaces within existing retail and office buildings, which have conversion potential. Enabling high-density residential development in this capacity could contribute to meeting the accommodation needs of people who desire close access to services. Proposals for redevelopment of the country bus station site adjacent to the County Hospital will also be supported, to meet the need for hospital key worker accommodation.

Among locations identified for brownfield residential development is the land at Merton Meadow, which is currently used for surface car parking. This area has potential to accommodate a high density urban village development. Such a scheme should employ nature-based solutions to overcome flooding challenges. This would enable easy access to be created to the proposed wetland at the former Essex Arms site and other sustainable connections to the city centre. Such a development would act as a catalyst for further regeneration schemes of this type in the surrounding area.

## Vitality, viability and vibrancy

City centre living has great potential to boost the vitality and viability of the city centre, creating natural footfall that will bolster businesses. It also offers a sustainable way of living, reducing the need to travel to access services.

Night-time uses are important for the local economy, and have been impacted acutely by the Covid-19 pandemic. Entertainment venues, theatres and cinemas have a substantial role in boosting the local economy, meaning people can stay later in the city centre, increasing safety and adding to vibrancy. Any proposals will need to be carefully considered alongside the ambition to intensify residential uses in the city centre.

There are a number of spaces within the city centre that have the potential to increase their attraction for visitors and residents alike. Improving access to the river, green spaces and allowing for an agglomeration of independent traders that offer unique products and experiences, notably around Berrington/Aubrey Street will all contribute to this.

Proposals for retail, leisure and other town centre type uses will be expected to locate within this area, in the first instance, to maintain the vitality and viability of the centre.

## Retail

The town centre boundary for Hereford has been identified through recommendations in the [Town Centre and Retail Assessment 2022](#) and is detailed within the Figure 7 Key diagram for Hereford. Policy PE3 addresses criteria for development within these allocated boundaries. No additional requirement for retail units in the plan period has been identified, therefore the first priority should be to reoccupy existing vacant floor space within the town centre. An appropriate range of policies will be required to allow for a flexible, appropriate range of town centre use beyond retail, to accommodate additional new residential, leisure and community uses.

## Heritage - Merton Meadow car park

Evidence base findings included in the Heritage Impact Assessment of the area identifies a low risk of harm to heritage assets with mitigation. Mitigation options should include; retention of mature trees and the introduction of tree screening, appropriate maximum heights for developments, and consider views of Hereford Cathedral. There was a low risk to nearby Conservation Areas, Scheduled Ancient Monuments, and listed buildings also identified, however, a moderate risk of impact on significant archaeological remains was identified. Therefore further work to establish the potential for harm to archaeological remains through new development will be required for proposals on this site.

### Policy HERE3: Supporting jobs in Hereford

Hereford's role as the main economic centre for the county will be strengthened by supporting proposals that contribute to an increase and diversification of the city's employment land supply, allowing new and existing businesses to grow and thrive. Employment provision will be delivered through:

- Supporting a 7 hectare extension of the existing Hereford Enterprise Zone (HEZ) at Rotherwas;
- Supporting a new 15 hectare employment site adjacent to the Three Elms urban expansion at Hereford Cattle Market;
- The planned urban extensions at Holmer and Lower Bullingham providing an element of employment provision;
- Encouraging economic development in association with local educational institutions, and the cyber security sector;
- Encouragement of small scale environmental and knowledge based employment opportunities; and
- Redevelopment of brownfield opportunities.

Existing strategic employment sites will be safeguarded, these include:

- Hereford Enterprise Zone
- Westfields Trading Estate
- Three Elms Trading Estate
- Holmer Road

Figure 9: Hereford Enterprise Zone Extension

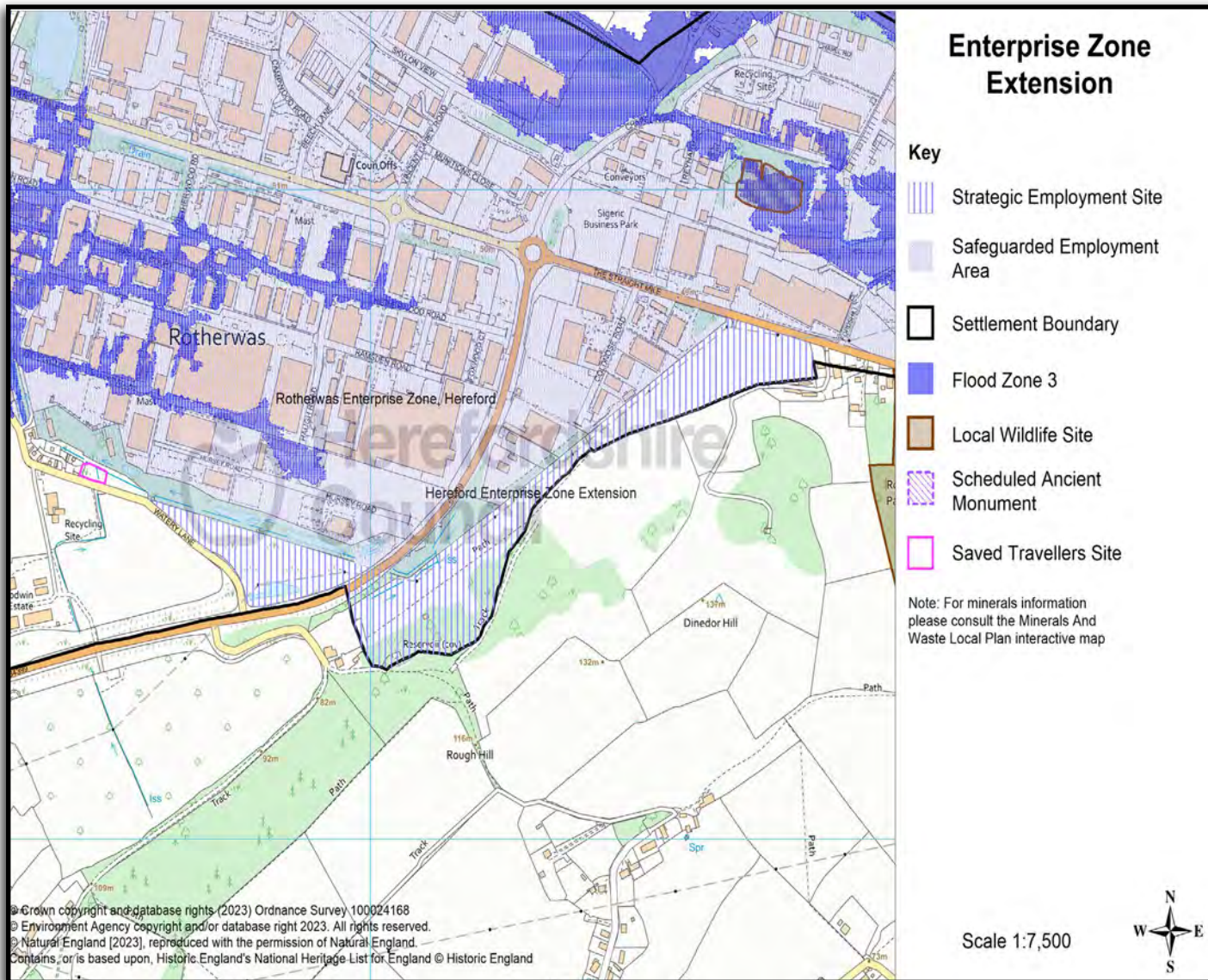
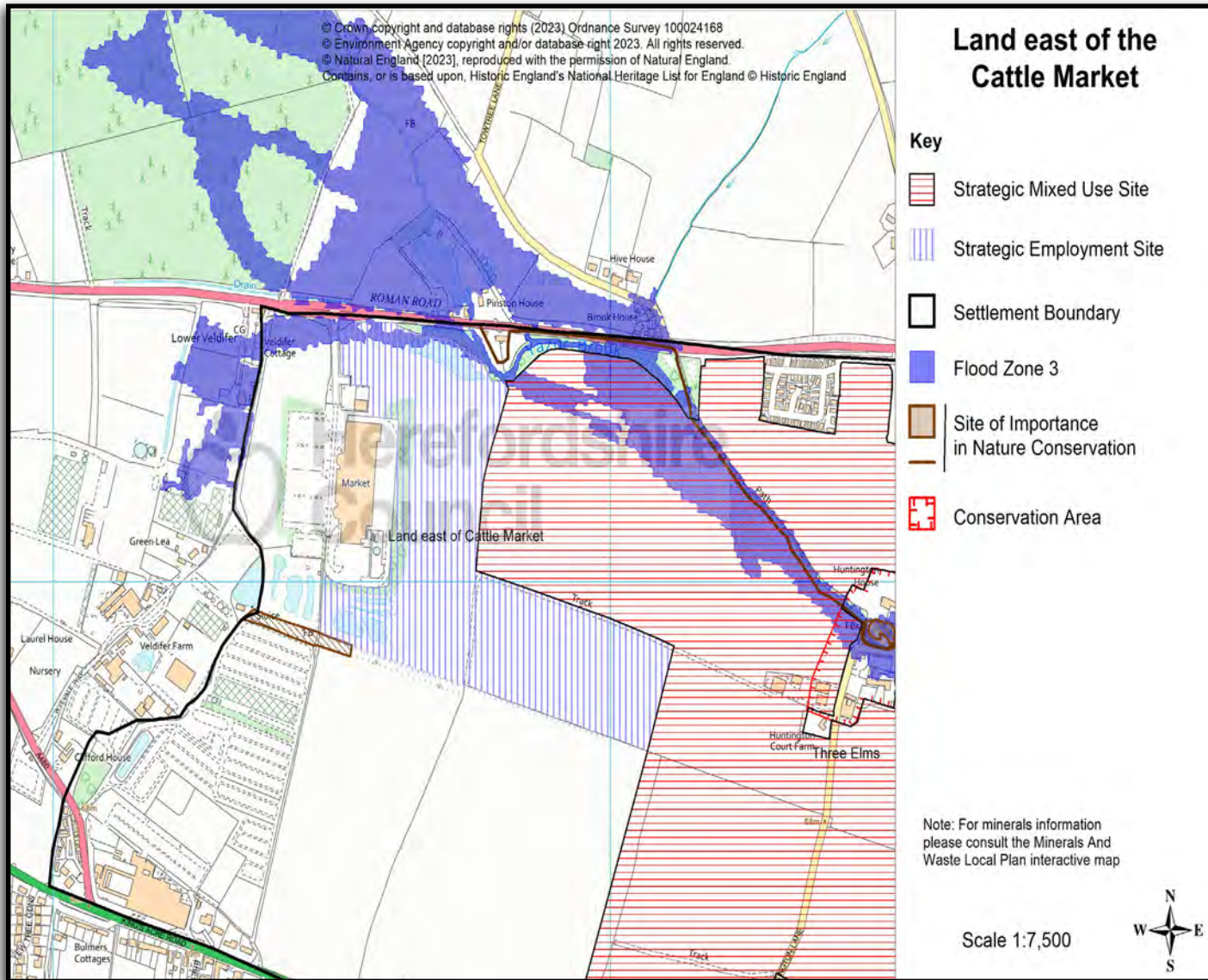


Figure 10: Land east of the Cattle Market



## **Employment Land Requirements Study**

The [Employment Land Requirements Study 2022 \(ELRS\)](#) recognises that in terms of people employed, Hereford has the highest levels of economic activity across all sectors across the county., and recommends that it accommodates the largest proportion of growth over the plan period. It identifies a need for a substantial new employment scheme of approximately 40-60ha, following the development of available land at the Hereford Enterprise Zone (HEZ).

## **Heritage - Hereford Enterprise Zone Extension**

The evidence base document which outlines the Heritage Impact Assessment for the Hereford Enterprise Zone Extension identifies a very low risk to heritage assets, however, it identifies that there is a high risk of impact on the setting and significance of non-designated heritage assets. Therefore archaeological mitigation will be required. These non-designated heritage assets include the area known as the 'Rotherwas Ribbon'; a section of the dismantled Hereford, Ross and Gloucester Railway, and the National Filling Factory at the Rotherwas Industrial Estate.

For further details regarding the heritage assets surrounding the site, please see the evidence base document which includes the Hereford Enterprise Zone Extension Heritage Impact Assessment.

## **Heritage - Land east of Cattle Market**

The Heritage Impact Assessment identifies a low risk of harm to heritage assets. However, a moderate risk has been identified for impacts upon archaeological remains. It is recommended that limiting heights of development to the equivalent of 2-3 storeys of residential development at most, as this would minimise potential impacts on the Huntington Conservation Area.

For further details regarding the heritage assets surrounding the site, please see the Land east of Cattle Market section within the Heritage Impact Assessment.

## **Minerals and Waste Local Plan**

Part of the urban expansion site at Lower Bullingham lies within a minerals safeguarding area, as identified in the emerging Herefordshire Minerals and Waste Local Plan (MWLP), which is in the late stages of preparation, with adoption anticipated in early 2024. Development proposals should ensure that they comply with Policy M2 (safeguarding) of the MWLP.

## **Movement**

New developments should minimise impacts upon the local transport network in and around Hereford through careful location and design. Furthermore, they should offer access to a choice of transport modes, in accordance with Policy CC1 (climate change).

## **Biodiversity net gain**

The proposed employment land allocations will be expected to deliver 10% biodiversity net gain, in accordance with Policy EE1.

## Policy HERE4: Supporting movement in and around Hereford

Over the plan period, a package of measures will be introduced to provide more options for moving through and around the city.

These will include:

- A multi-modal transport interchange centred on the railway station;
- Multi-storey parking provision on the site of the current country bus station;
- Improvements to public realm and green infrastructure corridors that act as pedestrian and cycle routes; and
- Infrastructure capacity to be delivered, including a western corridor for establishing strategic road infrastructure, to support the planned growth of the city.

New development in Hereford must ensure accessibility to the city centre, public transport services and other key destinations, through a choice of travel options, including provision of active travel links. This will encourage walking and cycling for shorter journeys, helping to ease traffic congestion within the city and promote healthier living.

This policy contributes to addressing both council, and national objectives. Herefordshire Council declared a climate change emergency on the 8 March 2019 to aspire to become carbon neutral in its operations by 2030. The Department of Transport published its decarbonising transport plan, outlining how transport policy will contribute to delivering carbon neutrality nationally by 2050.

In line with the latest best practice guidance, embedding transport decarbonisation into Local Plan making is key within this document. This will be further supplemented by the new Herefordshire Local Transport Plan, which will contain updated detailed requirements in order for the county to reach carbon neutrality by 2030.

The Greyfriars Bridge and other key junctions in Hereford are nearing their highway capacity. To mitigate these issues, new development proposals will be expected to fund expansion and improvements as necessary.

The corridor of a western relief road around Hereford was previously safeguarded in the Core Strategy, and this road scheme is being carried forward to support the future strategic growth of the city. There is a requirement, to minimise the impact of new development on the city's road network, and improve journey times on the wider strategic network. It will also relieve the city centre of heavy through traffic, which will improve air quality and provide a more attractive environment for walking and cycling within the city. It is anticipated that this strategic piece of infrastructure will need to be delivered in phases, with developer contributions and other sources of public funding. Additional detailed technical studies, working alongside key statutory stakeholders, will take place to determine the road's alignment.

New multi-storey parking provision on the existing country bus station site can consolidate the city centre's parking offering and enable the release of other existing surface car parks for brownfield redevelopment.

Wherever possible, active travel routes should be lined with species-rich berry bearing shrubs and pollen and nectar-rich flowers through creating wildflower-rich grassy margins to create edible and pollinator pathways.

## **Policy HERE5: Sustainable urban expansion at Holmer North**

Land to the north of the existing Holmer West scheme will deliver a masterplanned sustainable urban extension which will be required to be in alignment with the strategic policies and:

### **Housing requirement:**

1. Accommodate around 900 homes, at an average density of up to 35 dwellings per hectare, comprising a mix of market and affordable house sizes and types, in accordance with Policy BC1, and reflect the needs identified in the latest version of the Herefordshire Housing Market Area Needs Assessment,, with the first phase likely to include 300 houses on the southern area of the site;
2. Include 35% affordable housing;
3. A minimum of 5% of the dwellings being made available as dedicated services plots for self or custom build housing in accordance with Policy BC3;

### **Access:**

4. Deliver a park and choose transport interchange;
5. The development should take access from the proposed western strategic road infrastructure corridor, for which contributions will be required

### **Employment:**

6. Include employment land on the eastern side of the scheme, off the A49, to contribute to fulfilling need identified in Employment Land Study (subject to discussions with the landowner);

### **Community:**

7. Provide a local centre with small-scale neighbourhood shops and amenities;
8. Contribute proportionally towards the co-delivery of a new primary school, to serve both this urban expansion and that set out in HERE6 and to contribute to other education provision as required;
9. Contribute towards new or expansions to existing local medical facilities;
10. Carry out a Health Impact Assessment, to ensure that the health and wellbeing of future residents is maximised;

### **Design and open space:**

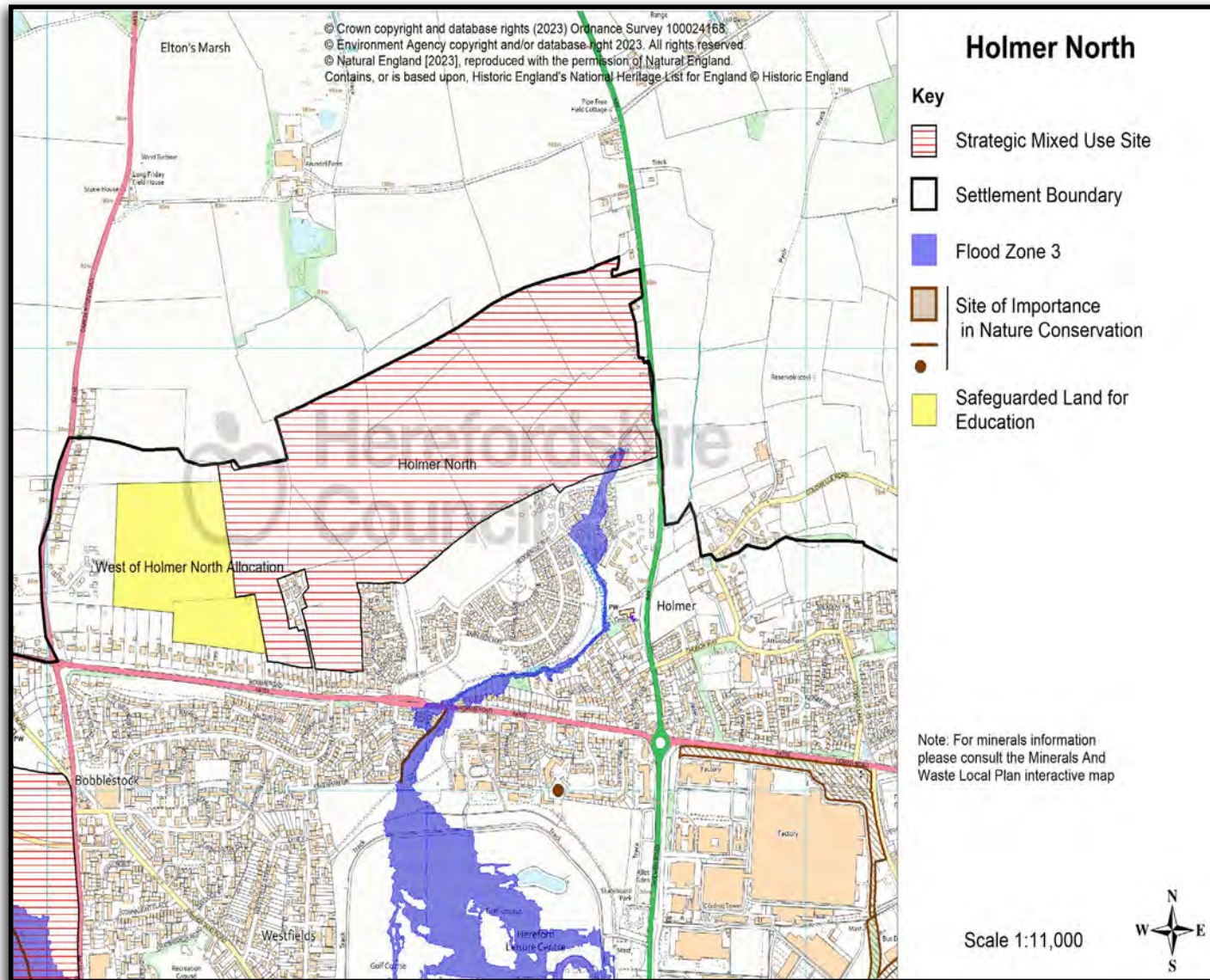
11. Build community facilities and encourage community cohesion by creating shared spaces, such as allotments;
12. Carry out an ecological assessment when demolishing derelict agricultural buildings on site and when building on greenfield land;
13. Extend green infrastructure corridors to the south of the site, as well as conserving and enhancing new open space on the allocation site itself;
14. Incorporate open space into the scheme and link up green infrastructure corridors from areas outside the allocation site, such as at Ayles Brook (subject to findings of the emerging natural environment study);
15. In areas of higher topography, the height of structures should not exceed more than 2 storeys;
16. Include a landscape buffer and tree screening to the east of the site, adjacent to the A49;
17. Proposals for biodiversity net gain (BNG) must be provided as part of the development. The layout and siting of the scheme should avoid any negative impact on biodiversity. Residential development must deliver 20% BNG, as measured by the statutory biodiversity metric, and which should preferably be located within or adjacent to the development site. Commercial development must deliver at least 10% BNG. If demonstrably not practical to deliver the required level of BNG on-site, details of a suitable and appropriate off-site solution for the remaining net gain should be provided, or, as a last resort, statutory biodiversity credits should be purchased. For significant on-site gains, and all off-site gains, BNG must be maintained for at least 30 years after completion;

### **Heritage assets:**

18. Evaluate the archaeological importance of the area in order to ensure appropriate protection of heritage assets and inform the detailed development proposals; and
19. Consider heritage assets by respecting the setting and architectural distinctiveness of the Grade I listed Church of St Bartholomew and its detached Grade II listed bell tower at the south-eastern part of the allocation.



**Figure 11: Sustainable urban extension at Holmer North**



As this is a large site, the scheme is expected to come forward in phases, with the inclusion of a local centre and community facilities, as well as open space. This allocation also builds on the existing Holmer West development (Hereford Point), which was identified in the Core Strategy 2011-2031. Due to the scale of new housing at this northern extension of the city, neighbourhood centre retail, new community services and a new primary school will be required both to minimise the need to travel to access services and to create a vibrant community.

## **Employment**

Employment land is most suited to be positioned to the west of the A49, to enable easy access for vehicles and to screen residential areas from noise from the main road. The amount of employment land on the site is to be determined in the context of Hereford's wider employment land requirement.

## **Movement**

A new link between the A49 and A4110 would be justified in order to connect existing Holmer West and future areas of the Holmer North. This would alleviate pressure on nearby roads. This would be delivered by the developer, which would be planned to encourage walking, cycling and wheeling. In addition, a bus service would be required to connect the new residents up with the city centre, to offer a good range of transport mode options. This would be delivered through developer contributions and/or a future Infrastructure Levy. Viability assessments would have to be undertaken to measure whether a bus service would be sustainable in the long term and that it is in accordance with other transport strategies.

## **Landscape and green infrastructure**

Opportunities will be taken to extend and enhance green infrastructure corridors lying to the south of the site at the existing Holmer West site.

As the site slopes upwards away from the Roman Road, massing and height will need to be considered in order to retain views of Hereford city centre and surrounding countryside. The landscape will provide a foundation for the patterns of development with walkways designed to make best use of views and to connect up housing effectively. Boundary treatment to the west of the site where new housing will be located just to the east of the Canon Pyon Road, will have to be carefully considered as the setting of heritage assets in the proximity, such as the Church of St. Bartholomew will give the development its identity and provide a sense of place for residents and visitors alike.

## **Community, recreation and educational facilities**

Holmer Parish church centre is located to the west of the A49 next to Church of St Bartholomew which could accommodate community facility provision as part of the new development.

In terms of schools in the area, the Holmer CE Academy is located to the west of the A49 east of the racecourse. St Francis Xavier's RC Primary School is located within walking distance and Whitecross Secondary School is within a 30 minute walk away. A new primary school with early years provision will be needed to serve this development and the development proposed under HERE6 at Three Elms. Policy HERE8 safeguards land for a primary school that could serve the development under policies HERE5 and HERE6. Developers of both sites would be expected to co-deliver that primary school and make other financial contributions to education. Details of requirements will be set out in the Infrastructure Delivery Plan at a later stage in the plan process and will be subject to further viability testing.

## **Healthcare facilities**

The development is likely to generate an increase in demand for local healthcare facilities. Therefore, contributions will be required towards new/improved off-site facilities.

## **Heritage**

The Heritage Impact Assessment for the site identifies a low risk to nearby heritage assets after mitigation has been applied. It was identified that the site plays no role in the setting of any Scheduled Ancient Monuments and any listed buildings.

The mitigation strategies suggested in the criteria above includes a limiting of the height of structures to two storeys within areas of higher topography. A landscape buffer has also been identified for alongside the A49, this is in order to reduce the urbanising effects of development, but will also benefit the development by screening noise from the road.

It was identified there is a moderate risk to archaeology at the site, with non-designated heritage assets present within the site, and within close proximity. Examples of such assets include, 18th century ring, and evidence of sublinear cropmarks. Therefore additional care must be taken to mitigate risks to archaeological remains at the site.

## **Minerals and Waste Local Plan**

Part of the urban expansion site lies within a minerals safeguarding area, as identified in the emerging Herefordshire Minerals and Waste Local Plan (MWLP), which is in the late stages of preparation, with adoption anticipated in early 2024. Development proposals should ensure that they comply with Policy M2 of the MWLP.

## **Biodiversity net gain**

The site must deliver 20% biodiversity net gain, in support of Policy EE1 for residential development. Commercial development will be expected to deliver 10% BNG in accordance with Policy EE1.

## **Policy HERE6: Sustainable urban expansion at Three Elms**

Land identified at Three Elms between the Roman Road (A4103) and the Canon Pyon Road (A4110) will deliver a master planned mixed use urban extension which will be required to be in alignment with the strategic policies and:

### **Housing requirement:**

1. Accommodate around 950 new homes, at an average density of up to 35 dwellings per hectare, comprising a mix of market and affordable house sizes and types in accordance with Policy BC1 and reflect the needs identified in the latest version of the Herefordshire Housing Market Area Needs Assessment, likely to come forward in phases over the plan period as highway capacity allows;
2. Include 35% affordable housing;
3. A minimum of 5% of the dwellings being made available as dedicated serviced plots for self or custom build housing in accordance with Policy BC3;

### **Access:**

4. Include a park and choose transport interchange;
5. Contribute towards new and improved strategic road infrastructure;
6. Make use of opportunities for walking, cycling and wheeling afforded by existing onsite rights of way;
7. Retain a green corridor around the Yazor Brook which runs through the site for the purposes of nature conservation, recreation and walking, cycling and wheeling connections to the city centre;

### **Employment:**

8. Include around 8 hectares of employment land in the west of the scheme, to be accessed from the A438 via the adjacent Hereford Cattle Market employment site;

### **Community:**

9. Provide a local centre with small scale shops and amenities;
10. Safeguard land for the expansion of Whitecross Hereford High School;

11. Contribute proportionally towards the co- delivery of a new primary school to serve both this urban expansion and that set out in HERE5 and to contribute to other education provision as required;
12. Where a need is identified, provide contributions to new (or extensions to) community or recreational facilities;
13. Contribute towards new or expansions to existing local medical facilities;
14. Carry out a Health Impact Assessment, to ensure that the health and wellbeing of future residents is maximised;

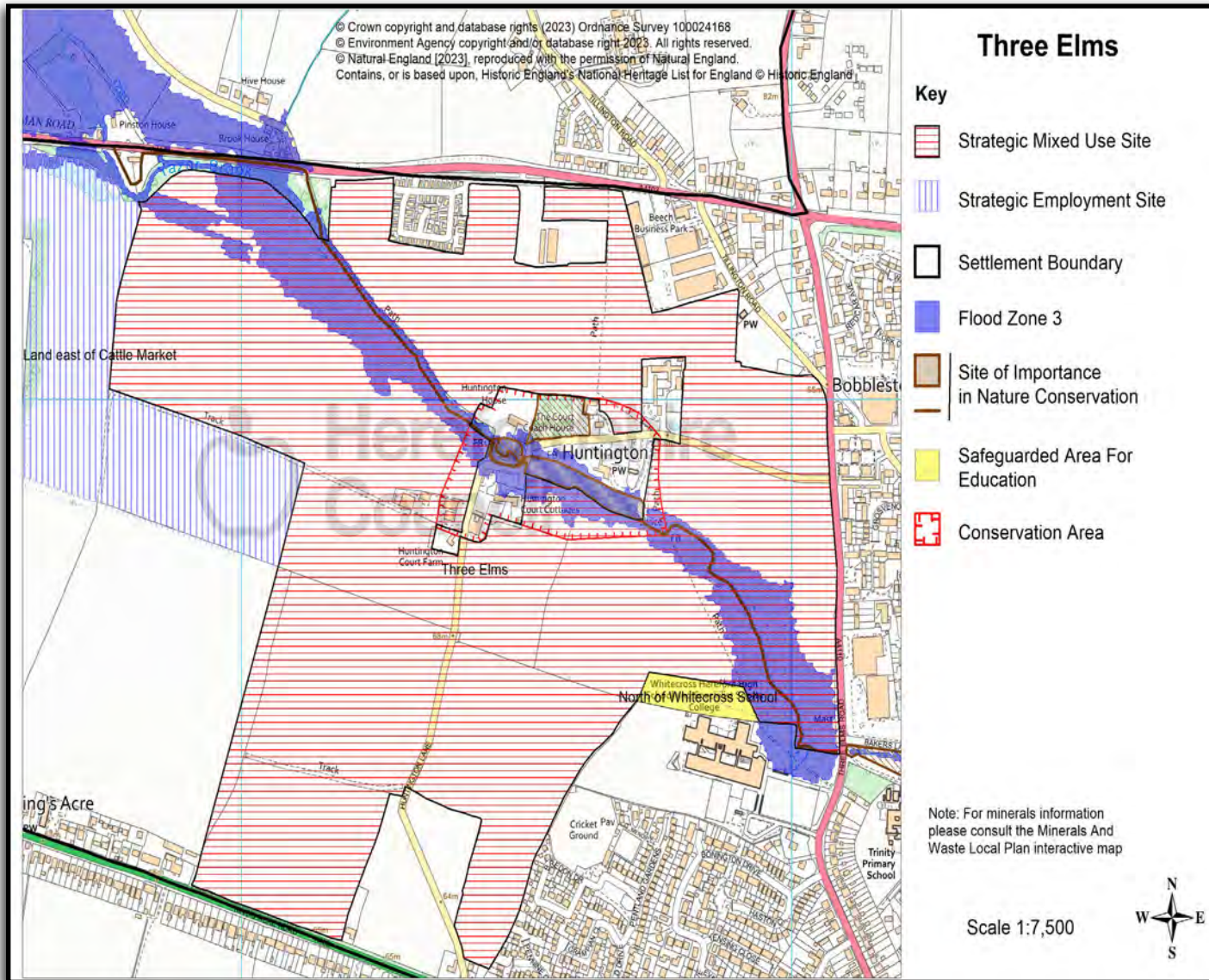
#### **Design and open space:**

15. Provide new high quality green and blue infrastructure within the development benefitting both residents and wildlife, making use of the Yazor Brook corridor and ensuring connectivity to beyond the site's boundaries;
16. Proposals for biodiversity net gain (BNG) must be provided as part of the development. The layout and siting of the scheme should avoid any negative impact on biodiversity. Residential development must deliver 20% BNG, as measured by the statutory biodiversity metric, and which should preferably be located within or adjacent to the development site. Commercial development must deliver at least 10% BNG. If demonstrably not practical to deliver the required level of BNG on-site, details of a suitable and appropriate off-site solution for the remaining net gain should be provided, or, as a last resort, statutory biodiversity credits should be purchased. For significant on-site gains, and all off-site gains, BNG must be maintained for at least 30 years after completion;
17. Provide a landscape buffer, between Huntington village and the site;
18. Limiting structure height to two storeys where development sits closest to listed buildings;

#### **Heritage assets:**

19. Evaluate the archaeological importance of the area in order to ensure appropriate protection of heritage assets and inform the detailed development proposals;
20. Be designed to avoid any adverse effects upon the setting of Huntington Conservation Area and its Grade II listed church; and
21. Avoid development in areas that are within flood zone 3 and mitigate risk where necessary.

Figure 12: Sustainable urban extension at Three Elms



This site was originally identified in the Core Strategy 2011-2031, but is yet to come forward. There is therefore an established principle for the development of an urban extension at this location. However, the proposed quantum of development has been marginally reduced from the original allocation.

## **Movement**

The site is located close to the crossroads junction between the A4103 and A4110 roads at Bobblestock, and is also served to the north west by Huntington Road. Huntington Lane runs east-west through the southern section of the site. There are bus stops nearby along both the A4103 and A4110, with services towards the city centre and the north west of the county in the other direction. An existing footpath crosses the site which connects it to Hurdman Walk, an established walking and cycling route following the Yazor Brook towards the city centre. The development must make use of these sustainable connections and ensure ease of access to them. The inclusion of a Park and Choose interchange within the scheme will ensure that this is achievable as part of the overall access strategy.

## **Landscape and green infrastructure**

The development must be carefully designed to mitigate any adverse effect upon the village of Huntington, its church and Conservation Area. A green corridor around the Yazor Brook, which runs through the site should be retained. All dwellings should be within a 15-minute walk of accessible greenspace.

## **Heritage**

The Heritage Impact Assessment for the site identifies a moderate risk to nearby heritage assets after mitigation has been applied.

The site wraps around the small village of Huntington, which is a Conservation Area which includes multiple Grade II heritage assets of; the Church of St Mary, Huntington House, Huntington Court, and Huntington Court Farm and attached Granary. Particular consideration around landscaping such as the retention of historic hedgerows and mature trees, in order to protect the historic landscape elements and historic rural approaches to Huntington. Development should avoid building within close proximity to the Conservation Area, as outlined in the Heritage Impact Assessment.

There is potential for archaeological remains to be identified on the site; as such, archaeological mitigation will be required.

Tree planting should occur around the southern and western borders of the site where possible, to break up the built form. The development must be designed to take account of this and mitigate any harm to the historic character. The Heritage Impact Assessment identifies the need for a landscape buffer around the Conservation Area.

## **Ecology**

The development must avoid adverse effects upon the Yazor Brook and retain a green corridor on this part of the site. All foul water from the development must be managed through connection to the main sewage network. No direct discharge of any foul water outfall from any on-site treatment system into any watercourse or culvert will be considered acceptable. All surface water will need to be managed on site through a Sustainable urban

Drainage system (SuDS). Development should employ measures to ensure that it does not adversely affect the condition of the groundwater aquifer, which provides a key water source, through contamination.

### **Community, recreation and education facilities**

A development of this size will require contributions towards existing or new facilities. The development must ensure appropriate open space and play provision on site.

A new primary school with early years provision will be needed to serve this development and the development proposed under HERE5 at Holmer North. Policy HERE8 safeguards land for a primary school that could serve the development under policies HERE5 and HERE6. Developers of both sites would be expected to co-deliver that primary school and make other financial contributions to education. Land must be safeguarded for the expansion of Whitecross High School. Details of all requirements will be set out in the Infrastructure Delivery Plan at a later stage in the plan process and will be subject to further viability testing.

### **Healthcare facilities**

The development is likely to generate an increase in demand for local healthcare facilities. Therefore, contributions will be required towards new/improved off-site facilities.

### **Biodiversity net gain**

The site must deliver 20% biodiversity net gain, in support of Policy EE1 for residential development. Commercial development will be expected to deliver 10% BNG in accordance with Policy EE1.



## **HERE7: Sustainable urban expansion at Lower Bullingham**

Land identified to the south east of the city at Lower Bullingham will deliver a master planned predominantly residential urban extension which will be required to be aligned with strategic policies and:

### **Housing requirement:**

1. Deliver a minimum of 1,000 new dwellings at an average density of up to 35 dwellings per hectare, comprising a mix of market and affordable house sizes and types in accordance with Policy BC1 and reflect the needs identified in the latest version of the Herefordshire Housing Market Area Needs Assessment, as part of a phased development, with 500 of these likely to be completed towards the end of the plan period;
2. Include 35% affordable housing;
3. A minimum of 5% of the dwellings being made available as dedicated serviced plots for self or custom build housing in accordance with Policy BC3;

### **Access:**

4. Contribute towards new and improved strategic road infrastructure;
5. Make use of existing walking, cycling and wheeling opportunities afforded by the existing established rights of way that run through and past the site;
6. Ensure easy access to existing nearby bus routes connecting to the city centre;

### **Employment:**

7. Deliver employment land adjacent to the Hereford Enterprise Zone in accordance with policy HERE3: Supporting jobs in Hereford;

### **Community:**

8. Safeguard sufficient land for a 3 form entry primary school and early years provision. Proportional financial contributions will be sought towards the delivery of the school and or other education provision;
9. The provision on site of appropriate sports and play facilities, open space, community orchards and allotments;
10. A neighbourhood community hub, including small scale convenience retail, likely to be delivered in the second phase of development;

11. Contribute towards new or expansions to existing local medical facilities;
12. Carry out a Health Impact Assessment, to ensure that the health and wellbeing of future residents is maximised;

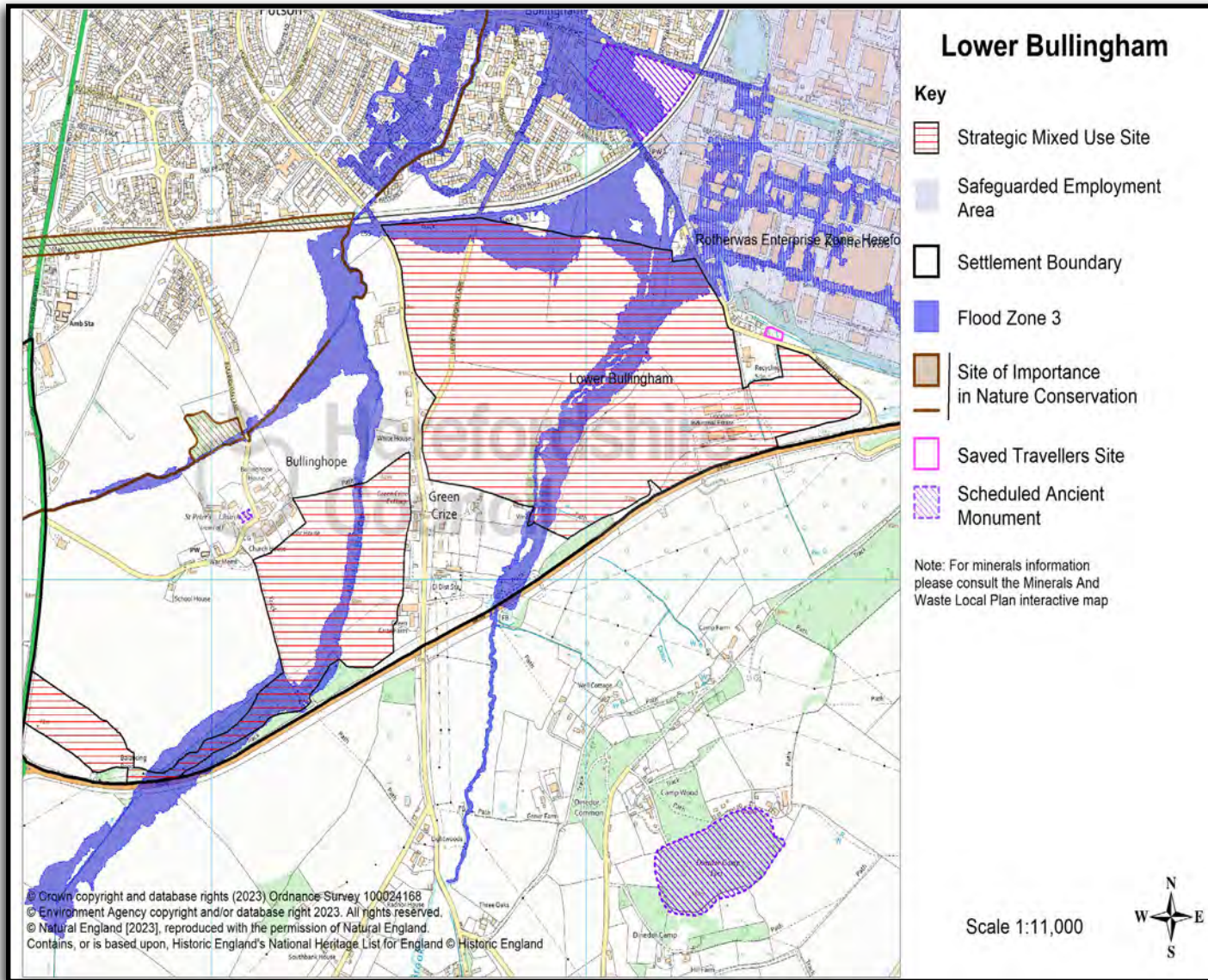
**Design and open space:**

13. Avoid development in areas that are within flood zone 3 and mitigate risk where necessary;
14. Creation of a country park to deliver high quality new green infrastructure, incorporate new footpaths linking with the existing public right of way network in the locality, woodland and orchard planting, likely to be delivered in the second phase of development;
15. Include suitable mitigation to avoid adverse effects on the landscape character of the surrounding area;
16. Include suitable design measures and mitigation to avoid adverse effects on the setting of the nearby village of Bullinghope and its church;
17. Limiting of the height of structures to 2 storeys along the edges of the site, and 3 storeys at the most central areas of the site;
18. Proposals for biodiversity net gain (BNG) must be provided as part of the development. The layout and siting of the scheme should avoid any negative impact on biodiversity. Residential development must deliver 20% BNG, as measured by the statutory biodiversity metric, and which should preferably be located within or adjacent to the development site. Commercial development must deliver at least 10% BNG. If demonstrably not practical to deliver the required level of BNG on-site, details of a suitable and appropriate off-site solution for the remaining net gain should be provided, or, as a last resort, statutory biodiversity credits should be purchased. For significant on-site gains, and all off-site gains, BNG must be maintained for at least 30 years after completion; and

**Heritage assets:**

19. Evaluate the archaeological importance of the area in order to ensure appropriate protection of heritage assets and inform the detailed development proposals.

**Figure 13: Sustainable urban extension at Lower Bullingham**



## **Movement**

The site is bound and divided by roads to the south, east and west. There are a number of existing bus routes to the city centre operating from stops on Hoarwithy Road, Green Crize and Holme Lacy Road. There are existing pedestrian links in the form of Public Rights of Way, which run through and around the site. Among these to the north of the site is National Cycle Network Route 44, forming a connection between the city centre and the Hereford Enterprise Zone at Rotherwas.

## **Flooding**

There are significant areas at this location which fall within the Environment Agency flood zone 3. The layout of the development must be set out in such a way that these areas are kept free from development.

## **Landscape and green infrastructure**

The site is composed predominantly of large scale arable farmland. There are views across the site to Dinedor Hill, Hereford city skyline and St. Peters Church at Bullinghope. Sufficient mitigation will be required to avoid adverse effects on the landscape character of the area and these features. The creation of a new country park will make use of the existing rights of way network to deliver high quality new green infrastructure.

## **Heritage**

The Heritage Impact Assessment for the site identified a low risk after mitigation is applied. There is a moderate risk towards Scheduled Ancient Monuments, in particular that of the rural setting of Bullingham Old Church, therefore particular care must be taken in order to mitigate risks to the monument. There are additionally a number of designated sites within 3km of the proposed development area, including eleven Scheduled Ancient Monuments of national importance. There are also a number of listed buildings that have a moderate to high potential of being impacted by development of the site, these include; Grade II listed 'Barn about 20 yards north-east of Green Crize', Grade II listed Bullinghope Court, Grade II listed Ruins of Church of St Peter, Grade II listed Church Cottage, and two Grade II listed mid-19th century villas.

It is identified that there is a high risk to non-designated heritage assets, therefore archaeological mitigation is required for the site. A non-designated site adjacent to the south of the site is known as the Rotherwas Ribbon, a late Neolithic/early Bronze Age monument.

A high quality development will be sought that will minimize the impact upon the historic environment.

For further details please see the Lower Bullingham evidence base document containing the Heritage Impact Assessment.

## **Community, recreation and educational facilities**

A development of this size is likely to warrant contributions towards existing or new community, recreation and educational facilities. The development must ensure appropriate open space and play provision on site.

Development is expected to safeguarded land for a three form entry primary school with early years provision. In addition to the provision of land, further contributions will also be required either in the form of S106 contributions per dwelling and/or through delivery of the primary school. Details of requirements will be set out in the Infrastructure Delivery Plan at a later stage in the plan process and will be subject to further viability testing.

### **Healthcare facilities**

The development is likely to generate an increase in demand for local healthcare facilities. Therefore, contributions will be required towards new/improved off-site facilities.

### **Minerals and Waste Local Plan**

Part of the urban expansion site at Lower Bullingham lies within a minerals safeguarding area, as identified in the emerging Herefordshire Minerals and Waste Local Plan (MWLP), which is in the late stages of preparation, with adoption anticipated in early 2024. Development proposals should ensure that they comply with Policy M2 (safeguarding) of the MWLP.

### **Biodiversity net gain**

The site must deliver 20% biodiversity net gain, in support of Policy EE1 for residential development. Commercial development will be expected to deliver 10% BNG in accordance with Policy EE1.

### **Renewable/low carbon energy**

Subject to feasibility, there may be an opportunity to heat residential properties using waste heat from nearby commercial buildings via an underground District Heat Network. For this to be achievable, all residential buildings would need to be designed so that they are 'connection-ready'.

## HERE8: Supporting education and community facilities in Hereford

Development proposals are required to contribute to a co-ordinated approach to the delivery of education provision and community facilities. Proposals will be required to:

- Support the provision and safeguarding of 1 hectare of land for the expansion of Whitecross High School towards the end of the plan period;
- Safeguarding land to the west of Holmer North for the provision of new schools
- Support the continuing growth of further education provision;
- Support the provision of special educational needs facilities;
- Support the provision of any required health care provision;
- Support for local service centres within existing neighbourhoods; and
- Safeguarding land for future expansion of Hereford Cemetery;

Strategic growth in population both within Hereford and its surrounding settlements will result in an increased demand on education, health and community facilities. Expanded facilities may be required at Whitecross High School, towards the end of the plan period, to cater for growth in student numbers on both urban expansion sites. With this in mind, a hectare of land has been safeguarded next to the existing playing fields to enable any future growth requirements.

The developers of the Holmer North and Three Elms urban expansions will be expected to make a contribution to the land and delivery of a new primary school to serve both developments, likely to be located on the safeguarded land to the west of Holmer North.

There may also be a need to support special educational needs school facilities within the city. However, the specific requirements are not yet known.

Details of specific requirements for new and expanded facilities will be set out in the Infrastructure Delivery Plan which will be subject to further testing.

## HERE9: Supporting greening of the city in Hereford

Development proposals will be supported to enhance opportunities to increase and improve the natural environment of the city. The following proposals will be supported:

- Enhancements to create greener urban neighbourhoods;
- Increasing the city's tree canopy;
- Creation of green and blue infrastructure;
- Essex Arms wetland;
- Creation of wetlands at Bartonsham Meadows; and
- The safeguarding of the historic Herefordshire and Gloucestershire Canal route from Aylestone Park to the city centre as a green corridor, with a view to the restoration of the waterway in accordance with Policy HSC4.

Hereford is defined by its position within the landscape and alongside the River Wye. The need to conserve and enhance biodiversity and address the climate emergency are important aspects of the objectives of the Local Plan. The need to promote housing and economic growth need to be balanced with the requirements to acknowledge the rich ecological environment around and within the city.

Herefordshire Council's [Open Space Assessment](#), and [Green and Blue Infrastructure Strategy](#) outline the need for access to greenspace and the increase to the city's tree canopy. This will be encouraged through the provision of open space, tree planting, and the creation of green and blue infrastructure.

An aerial photograph of Bromyard, a town in Shropshire, England. The town is densely packed with residential buildings, mostly brick houses with gabled roofs. In the foreground, there are lush green trees and a large, open green field. In the background, rolling green hills are visible under a cloudy sky. A yellow rectangular box with a thin orange border is overlaid on the left side of the image, containing the text 'Bromyard'.

**Bromyard**



Bromyard is located in the north east of the county and is one of Herefordshire's smaller market towns. It has a population of just over 4,000 and serves a wider rural hinterland between Leominster and Worcester via the A44. The town centre of Bromyard sits within a Conservation Area and is well known for its historic half-timbered buildings and is often referred to as 'The Town of Festivals' as numerous festivals have been held here historically and continue to be held in the area. The Bromyard Downs is a 117 hectare area of registered common land which overlooks the town from the north east and is a popular place for walkers and visitors alike. Traditionally, Bromyard was a centre for hop growing, however, the main employment type is now largely concentrated in manufacturing, distribution, and public administration.

The [Bromyard Market Town Investment Plan](#) identifies a long term vision for the growth for the town. This includes connecting to the advanced industries and services in engineering, green technology, agri-food, digital and circular economies, and to lead the way in artisan food and drink tourism, developing the lifelong skills of future generations. The strategy seeks to support Bromyard in creating and sustaining a vibrant and attractive visitor economy and in achieving a sustainable, cohesive and dynamic community.

The following infographic provides an overview of facts and figures about Bromyard.

Figure 14: Bromyard key facts

### Total Population



**4,301**  
(ONS, census 2021)

### Total No. of households



**2,044**  
Households  
(ONS, census 2021)

### Age Profile



**602**  
(14%)  
Aged 0-14



**2,452**  
(57%)  
Aged 15-64



**1,247**  
(29%)  
Aged 65+

(ONS, census 2021)

### Travel to work



**64%**  
Vehicle



**1%**  
Bus or Train



**1%**  
Other



**1%**  
Bus or Train



**16%**  
Walk or Cycle



**18%**  
Work from home

(ONS, census 2021)

### Employment

**22%**  
Employed in production, including manufacturing



**30%**  
Employed in distribution, transport, accommodation & food



**36%**  
Employed in public administration, education & health

**6%**  
Employed in business services activities

**4%**  
Employed in other areas

(ONS, census 2021)

### NDP Status



Bromyard is not producing an NDP currently.

### Carbon Footprint



**14.1t CO<sub>2</sub>e\*** per-household territorial footprint.

\*carbon dioxide equivalent (a number of different gasses collectively as a common unit)  
[Community carbon calculator](#) 2021

### Deprivation Levels



Not deprived: **41%**  
Deprived in 1 area: **38%**  
Deprived in 2 areas: **17%**  
Deprived in 3 areas: **4%**  
Deprived in 4 areas: **0.10%**

(ONS, census 2021)

### Public Transport



Peak and off peak services to Hereford and Worcester. Service to Leominster once weekly and Ledbury twice weekly. No town bus service.

Nearest train station is Malvern Link 9 miles away.

### Residential Planning Statistics



Herefordshire commitments for granted planning permissions at April 2023: **99 dwellings**

**Building Rates:** over past 11 years on average **22 dwellings** built per annum

Taking all these factors into account, the strategy seeks to promote the sustainable growth of Bromyard by providing housing and employment opportunities whilst at the same time helping to minimise carbon emissions and enabling the local community to live more active and healthy lifestyles. The main focus for housing, together with supporting facilities and services will be through an urban expansion to the north east of the town as set out in Policies BROM1 and BROM2.

## **Policy BROM1: Strategic development for Bromyard**

Bromyard will accommodate a minimum of 750 new homes during the plan period. Of these, 500 new homes will be provided through the strategic housing site on Land at Hardwick Bank, in accordance with policy BROM2.

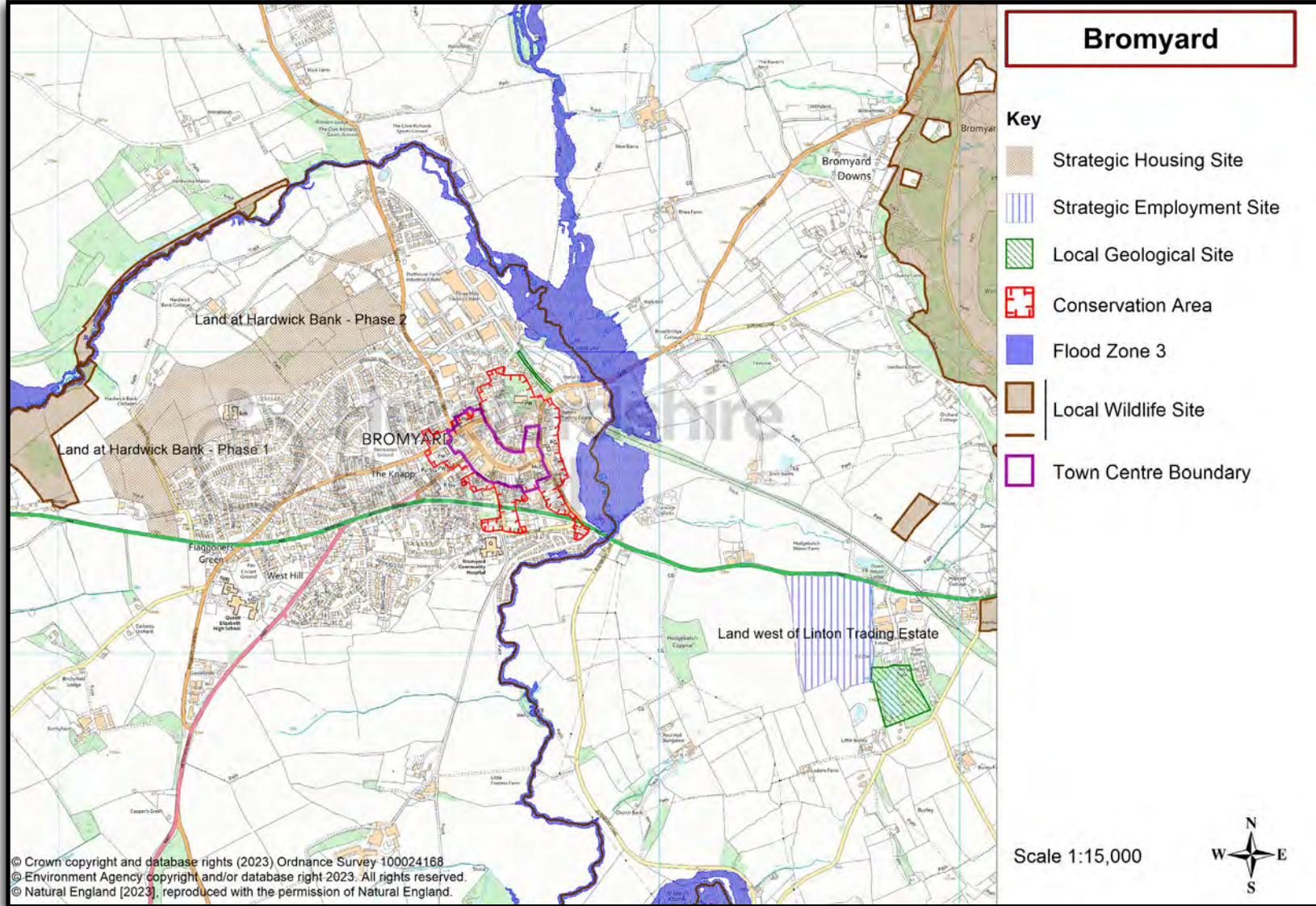
The remaining new homes will be delivered through existing commitments, windfall developments and any non-strategic sites which may be allocated in the Bromyard Neighbourhood Development Plan.

To complement the housing growth, a minimum of 4 hectares of new employment land will be delivered within this plan period, to support future employment needs and green technology industries at Land west of Linton Trading Estate, in accordance with Policy BROM3.

In addition to the requirements of other Local Plan policies, new development proposals in Bromyard will be supported where they:

1. Strengthen and safeguard the vitality and viability of Bromyard town centre. The retail boundary, as identified within this policy and in the key diagram, outlines the boundary of the town centre and future retail proposals outside the town centre boundary will be subject to a retail impact assessment (Policy PE3) to identify any potential adverse effects on the town centre's independent retailers and traders;
2. Secure and/or assist in delivering provisions where necessary for a new or expanded GP surgery, to both alleviate current pressure and support an increase in local population;
3. Safeguard sufficient land to allow for the expansion of the primary school and make contributions towards other education provision;
4. Demonstrate that proposals reflect and are sympathetic to the special character and distinctiveness of Bromyard's historic town centre, Conservation Area and wider urban area. Development proposals must also demonstrate that they align with the Bromyard Design Code;
5. Safeguard, enhance and extend access to green and blue spaces and networks for active travel along the dismantled railway, River Frome and Public Rights of Way to Bromyard Downs, Bringsty Common and Brockhampton Estate. Make provision in appropriate locations for urban greening and tree planting within and surrounding Bromyard;
6. Demonstrate that developments minimise impacts upon the local transport network in and around Bromyard through careful location and design; and
7. Furthermore, they should offer access to a choice of transport modes, in accordance with Policy CC1.

Figure 15: key diagram for Bromyard



## New homes requirement

As of April 2023, around 180 of the overall housing target in Bromyard had been met through housing completions and with outstanding planning permissions. The following table provides an assessment of how the Local Plan target of 750 dwellings over the plan period can be achieved. In addition, it estimates the housing which will come forward on windfall sites during the plan period and includes a lapse rate and additional buffer to take account of any shortfall. The Bromyard growth target is around 630.

**Table 8: Bromyard housing requirements**

<b>Bromyard growth strategy</b>	<b>750</b>
Windfall allowance	76
Existing commitments at 2023	99
Built 2021 - 2023	3
NDP allocations without planning permission	0
<b>Total accounted for</b>	<b>178</b>
<b>Residual growth target</b>	<b>572</b>
5% lapse rate on commitments not started	5
10% buffer	57
<b>Bromyard growth target</b>	<b>634</b>

## **Policy BROM2: Land at Hardwick Bank**

Land at Hardwick Bank will deliver a master planned sustainable urban extension to the town which will be expected to meet the requirements of the strategic policies.

The development should be brought forward in two phases. Phase one in the first part of the plan period should deliver in the order of 250 dwellings in the south west of the site. Phase two is expected to deliver a further 250 dwellings and come forward in the second half of the plan period to ensure co-ordination with the provision of an adequate water supply for the development.

The proposed development will be expected to deliver:

### **Housing requirement:**

1. A minimum of 250 new homes on the southern part of the site at an average density of up to 35 dwellings per hectare, comprising a mix of market and affordable house sizes and types in accordance with Policy BC1 and reflect the needs identified in the Herefordshire Local Housing Market Assessment;
2. A minimum of 35% of the total number of dwellings should be affordable housing;
3. A minimum of 5% of the dwellings being made available as dedicated services plots for self or custom build housing in accordance with Policy BC3;
4. A further 250 news homes on the northern part of the site when adequate water supply provision permits;

### **Access:**

5. A suitable vehicular access onto the A44 and be serviced by a residential road which will allow for opportunities to extend development beyond the plan period and serve as a future route to other parts of the local highway network;
6. Sustainable links to the town, which utilise residential roads off Winslow Road (including pedestrian and cycle links), as well as local public transport links between the area and the town centre;
7. Access for pedestrians/cyclists to the school via the school expansion land. This should be provided during phase one of the development to ensure good travel habits are formed from the start and walking and cycling is encourage/enabled. Linkages of cycleways through hedges/trees lined areas should be encouraged;
8. A school drop-off area should be included within the expansion land to enable control of use;

9. Transport Assessments, Travel Plans, Environmental Statements and other supporting documents must be provided to ensure that the impact on the existing strategic road network and its junctions will not result in any detrimental impact to its safe operation. Suitable junction capacity assessments and appropriate levels of mitigation will be required;

#### **Community:**

10. Provision of, and contributions towards any identified need for new/improved community facilities, which will be determined by a more detailed needs assessment;
11. A Health Impact Assessment, to ensure that the health and wellbeing of future residents is maximised;
12. Safeguarded land adjacent to the primary school to allow for its future expansion and make financial contributions to the delivery of that expansion and/or other contributions towards education provision;

#### **Design and open space:**

13. Amenity green space to form part of the residential development complemented by new play and sports facilities and allotments;
14. Design, scale, massing, siting, layout and materials that are sympathetic to the character and distinctiveness of Bromyard's landscape, townscape and green infrastructure of the area in accordance with the Bromyard Design Code;
15. Sustainable standards of design and construction; incorporate significant landscape but offers to mitigate the impacts of the development areas on the wider landscape;
16. A comprehensive Sustainable urban Drainage System (SuDS) which includes measures such as rain gardens and swales to manage ground and surface water drainage and safeguard against any increased flood risk;

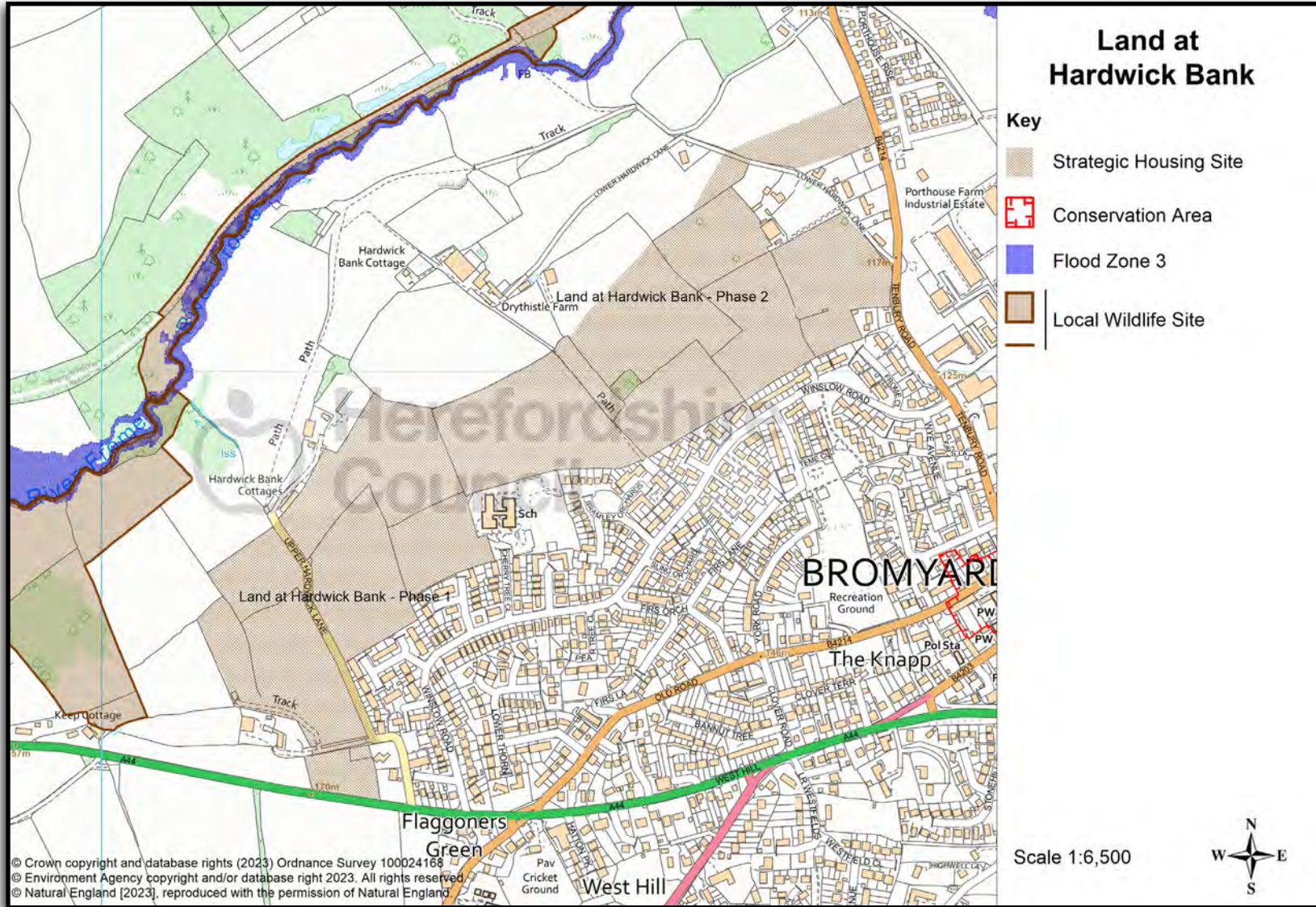
#### **Habitat protection:**

17. Proposals for biodiversity net gain (BNG) must be provided as part of the development. The layout and siting of the scheme should avoid any negative impact on biodiversity. The site must deliver 20% BNG, as measured by the statutory biodiversity metric, and which should preferably be located within or adjacent to the development site. If demonstrably not practical to deliver the required level of BNG on-site, details of a suitable and appropriate off-site solution for the remaining net gain should be provided, or, as a last resort, statutory biodiversity credits should be purchased. For significant on-site gains, and all off-site gains, BNG must be maintained for at least 30 years after completion;
18. The demonstration of the achievement of nutrient neutrality; and

#### **Heritage assets:**

19. An evaluation of the archaeological importance of the area in order to ensure appropriate protection of heritage assets and inform the detailed development proposals.

Figure 16: Land at Hardwick Bank





## Housing

The majority of new housing provision for Bromyard will come forward in the form of a master-planned sustainable urban extension. This option carries forward the proposal identified in the adopted Core Strategy. Due to the current water supply challenges in Bromyard, this site will come forward in a phased manner. Phase one to the western portion of the site is expected to deliver circa 250 dwellings. It is expected phase two will deliver an additional circa 250 dwellings at the eastern portion of the site, towards the second half of the plan period.

A detailed phasing plan for the development and the required infrastructure should demonstrate that the infrastructure, facilities and services are delivered at an appropriate time to serve the new housing and will be determined by the Local Planning Authority.

## Movement

New development in Bromyard must ensure accessibility to the historic town centre, schools and the surrounding countryside. This should be achieved through providing safe pedestrian and cycle links, which will encourage people to walk and cycle for shorter journeys, easing traffic congestion, reducing carbon emissions and improving people's health and wellbeing.

New developments should minimise impacts upon the local transport network in and around Bromyard through careful location and design. Furthermore, they should offer access to a choice of transport modes, in accordance with Policy CC1.

Wherever possible, active travel routes should be lined with species-rich berry bearing shrubs and pollen and nectar-rich flowers through creating wildflower-rich grassy margins to create edible and pollinator pathways.

## Landscape and green infrastructure

The current site is classified within the character area of Plateau Farmlands and Estates, with the adjoining residential area defined as urban in character. The site contains some of the highest points in Bromyard. Any proposed development will need to sensitively landscape the site with tree and hedgerow planting. A green and blue infrastructure plan should be prepared as part of any proposed development.

There will be a network of green infrastructure routes through the area with linkages to the area for sustainable travel. Access to the surrounding countryside, including the Bromyard Downs and the River Frome will also form part of the enhanced linkages and a new park will form part of the residential development at Hardwick Bank, which will be designed for both informal recreation and biodiversity net gain purposes.

The site is within the catchment of the River Lugg which forms part of the catchment of the River Wye Special Area of Conservation and a Habitat Regulations Assessment will be required. There are currently water supply issues in Bromyard. It is likely that a hydraulic modelling assessment will be required in order to understand the level of reinforcement works required.

The site is in an area with an intrinsically dark landscape that benefits local amenity and nature conservation, including nocturnal protected species present at the immediate locality. Full details and the specification of all proposed external lighting are required within any application for development.

## **Town centre vitality**

The town centre boundary for Bromyard has been identified through recommendations in the [Town Centre and Retail Assessment 2022](#) and is detailed within Figure 15 key diagram for Bromyard. Policy PE3 addresses criteria for development within these allocated boundaries. No additional requirement for retail units had been identified, therefore the priority should be to reoccupy existing vacant floor space within the town centre.

A review of these boundaries may be undertaken as part of any future Bromyard Neighbourhood Development Plan, where appropriate, but should take into account recommendations within the Town Centre and Retail Assessment.

## **Biodiversity net gain**

The site must deliver 20% biodiversity net gain, in support of Policy EE1.

## **Community facilities**

A development of this size will require contributions toward existing or new community, recreation and educational facilities. Sufficient land should be safeguarded by the developer for the expansion of the adjacent primary school. In addition to the provision of the land, further contributions will also be required either in the form of S106 contributions per dwelling and/or through direct delivery of the expansion of the primary school. Details of requirements will be set out in the Infrastructure Delivery Plan at a later stage in the plan process and will be subject to further viability testing.

## **Heritage**

The Heritage Impact Assessment identifies a low risk of impact on heritage assets. There is no identified risk to listed buildings, Scheduled Ancient Monuments and Registered Parks and Gardens related to the strategic site. However, this is an identified low risk to the Bromyard Conservation Area.

In order to mitigate the risk towards the Bromyard Conservation Area, limiting the spread and density of development is suggested, to avoid significantly increasing the footprint of Bromyard. Mature trees and water features within the site should be retained where possible, to break up the built form and to retain parcels of the site's historic landscape features.

The site has been identified to have a low risk of impact on significant non-designated archaeological remains.

For further details and examples of mitigation please see the Land at Hardwick Bank phase one & phase two Heritage Impact Assessment.

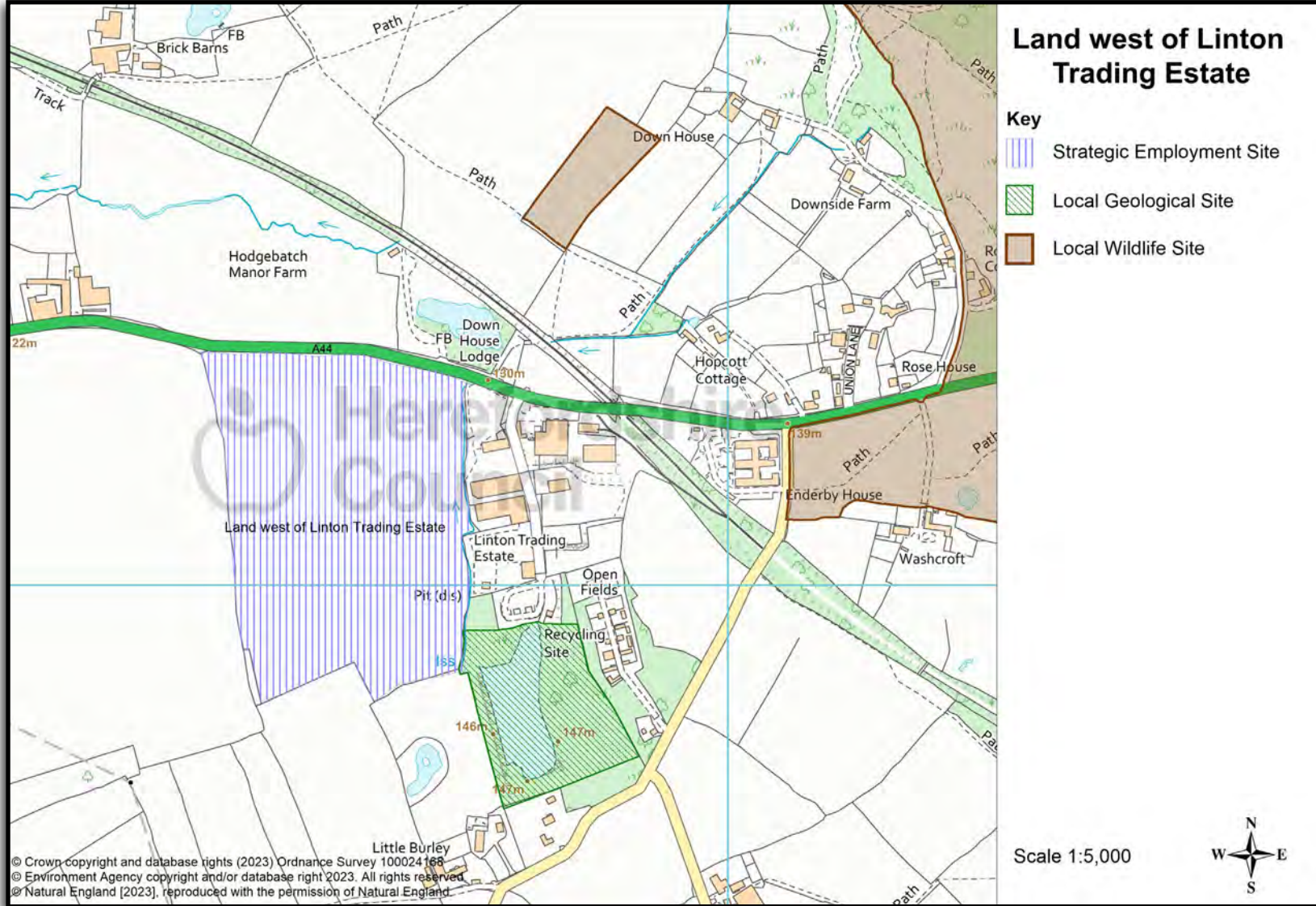
### **Policy BROM3: Land west of Linton Trading Estate**

Land west of Linton Trading Estate is allocated for 4 hectares (ha) of employment to support sustainable economic development. Given the gradient of the land and proximity to the Bromyard Downs, any development should be located to the north of the site.

Development of this site will be supported where it:

1. Includes mitigation measures that aim to minimise impacts on the significance of any heritage or landscape assets close to the site;
2. Complements the gradient of the site with the heights, massing, design, materials and location of buildings;
3. Provides Transport Assessments, Travel Plans, Environmental Statements and other supporting documents to ensure that the impact on the existing strategic road network and its junctions will not result in any detrimental impact to its safe operation. Suitable junction capacity assessments and appropriate levels of mitigation will be required;
4. Provides a landscape and visual impact assessment;
5. Supports green technologies pertaining to delivery of an Eco-Hub; and
6. Establish a landscape buffer to the north east of the site, to minimise the impacts upon the setting of nearby heritage assets.

Figure 17: Land west of Linton Trading Estate



## Employment land

Land west of Linton Trading Estate is to be allocated as the strategic employment site within Bromyard. This will help to contribute towards the 4ha employment requirement for Bromyard within the plan period. This site is within the wider proposed Eco-Hub within the [Bromyard Market Town Investment Plan](#), which is expected to go beyond the Local Plan period.

This will provide an opportunity to develop a competitive presence in the emerging green technology sector within Herefordshire. The site will form a logical extension to the existing Linton Trading Estate with access via the estate to the A44 to both Leominster and Worcester.

There are water supply issues in Bromyard and as such, it is likely that a hydraulic modelling assessment will be required in order to understand the level of reinforcement works required. Proposals for biodiversity net gain (BNG) must be provided as part of the development in accordance with Policy EE1. The layout and siting of the scheme should avoid or reduce any negative impact on biodiversity.

## Heritage

The Heritage Impact Assessment identifies a low risk of the development of the site affecting the setting and significance of heritage assets. There is no identified risk to nearby Registered Parks and Gardens and Scheduled Ancient Monuments. In addition to this there is a low risk of future development affecting the Bromyard Conservation Area.

There is a moderate risk to the Grade II listed Down Lodge, located within 50 metres of the north east corner of the site. In order to help mitigate impacts to the listed building any development should include a landscape buffer and screening to the northern edge of the site to minimise impacts on the setting of the Grade II listed Down Lodge. The landscape buffer to the north east of the site will, additionally minimise the impact to nearby heritage assets, will help maintain the element of the wider rural character of the area, by reducing the urbanising of the site.

The site has been identified to have a low risk of impact on significant non-designated archaeological remains.

For further details and examples of mitigation please see the Land west of Linton Trading Estate Heritage Impact Assessment.

## Biodiversity net gain

The proposed employment land allocations will be expected to deliver biodiversity net gain in accordance with Policy EE1.



# Kington

Kington is located in north west Herefordshire and lies 20 miles west of Hereford and 2 miles east of the Welsh border. Kington is the smallest market town in Herefordshire in terms of population and size, having a population of 3,300. The town is predominately surrounded by open countryside and hosts views of the Black Mountains to the south, Hergest Ridge to the west and Bradnor Hill to the north. The town centre has primarily an older building stock retaining the medieval street pattern and back lanes, it also has a Conservation Area with approximately 140 listed buildings.

Kington is an important service centre for its rural hinterland, serving many parishes in western Herefordshire. Whilst the town is an attractive place to live for its natural beauty and historic townscape, the town is remote and far from Hereford and the other market towns of Herefordshire and its neighbouring counties. Therefore there is little demand for new housing and is not generally a priority due to poor transport links but has potential for growth and regeneration as employment opportunities would need to be prioritised to drive housing growth, as well as concerns to retain the character of the town and support west Herefordshire to help it prosper.

This strategy seeks to sustain the growth of Kington to retain and enhance its services, and employment and support the needs of the local community while minimising carbon emissions and enabling the local community to live more active and healthy lifestyles. The main focus is to meet housing needs and help enhance facilities and services in Kington through a strategic housing site.

The following infographic provides an overview of facts and figures about Kington.

Figure 18: Kington key facts

### Total Population



**2,636**  
(ONS, census 2021)

### Total No. of households



**1,277**  
Households  
(ONS, census 2021)

### Age Profile



**369**  
(14%)  
Aged 0-14



**1,503**  
(57%)  
Aged 15-64



**764**  
(29%)  
Aged 65+

(ONS, census 2021)

### Travel to work



**60%**  
Vehicle



**1%**  
Bus or Train



**1%**  
Other



**1%**  
Bus or Train



**18%**  
Walk or Cycle



**21%**  
Work from home

(ONS, census 2021)

### Employment

**21%**  
Employed in production, including manufacturing



**33%**  
Employed in distribution, transport, accommodation & food



**37%**  
Employed in public administration, education & health

**5%**  
Employed in business services activities

**5%**  
Employed in other areas

(ONS, census 2021)

### NDP Status



Did not pass [referendum](#) in July 2019.  
NDP is being revised.

### Carbon Footprint



**15.6t CO<sub>2</sub>e\*** per-household territorial footprint.

\*carbon dioxide equivalent (a number of different gasses collectively as a common unit)  
[Community carbon calculator](#) 2021

### Deprivation Levels



Not deprived: **43%**  
Deprived in 1 area: **36%**  
Deprived in 2 areas: **16%**  
Deprived in 3 areas: **4%**  
Deprived in 4 areas: **0.39%**

(ONS, census 2021)

### Public Transport



Kington has a town bus service twice weekly. Good daily (except Sunday) hourly service to Hereford and Llandrindod Wells. Regular services to Knighton and Presteigne daily.

Nearest train station is Leominster 14 miles away.

### Residential Planning Statistics



Herefordshire commitments for granted planning permissions at April 2023: **17 dwellings**

**Building Rates:** over past 11 years on average **3 dwellings** built per annum



Taking all these factors into account, the Strategy seeks to promote the sustainable growth of Kington by providing housing whilst at the same time helping to minimise carbon emissions and enabling the local community to live more active and healthy lifestyles. The main focus for housing will be through a strategic site within the town as set out in Policies KING1 and KING2.

## **Policy KING1: Strategic Development for Kington**

Kington will accommodate a minimum of 150 new homes during the plan period. Of these, 50 new homes will be provided on a strategic site on Land to the east of Kingswood Road in accordance with KING2. In the absence of a settlement boundary, development within or adjacent to the existing built form of Kington will be supported.

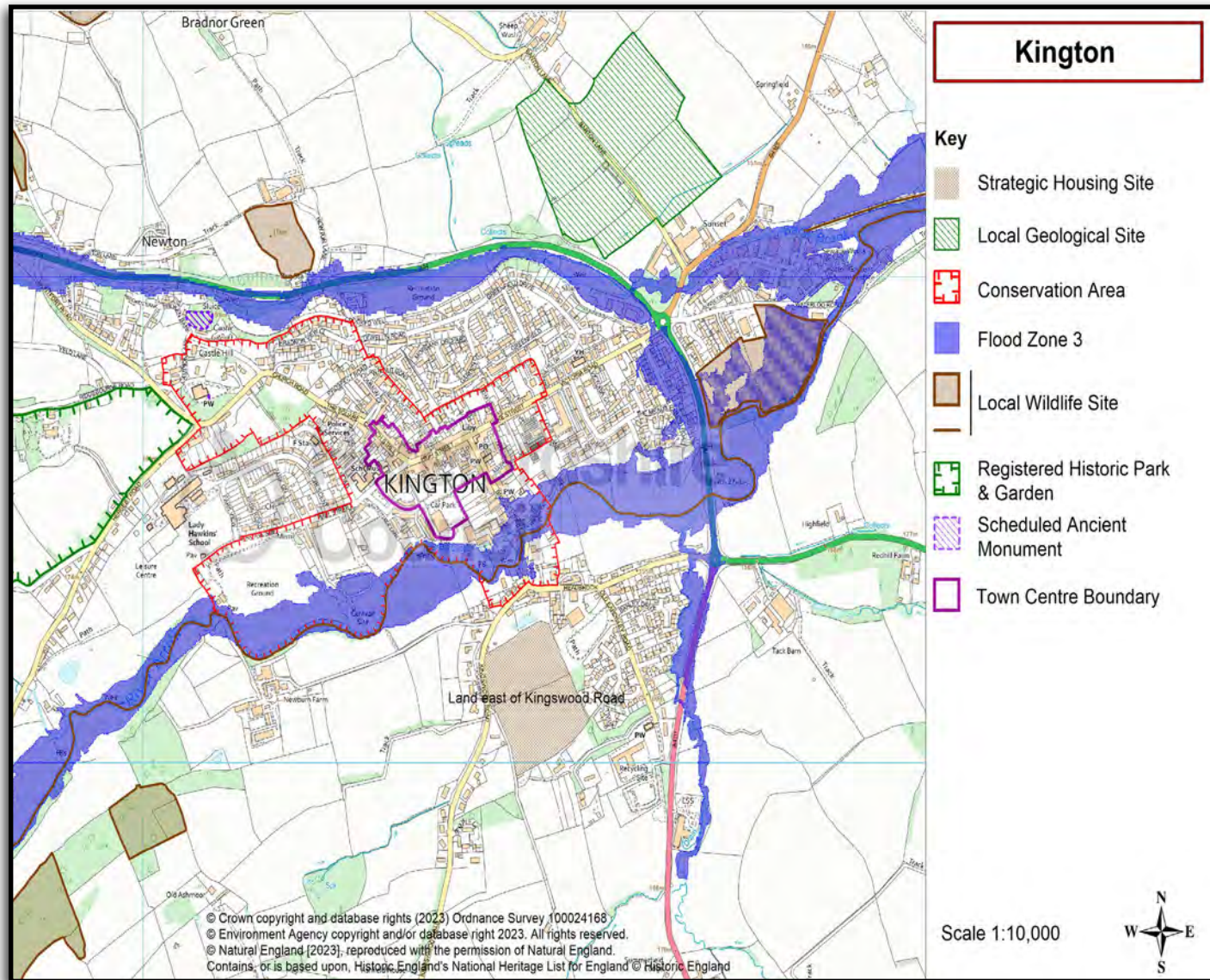
The remaining new homes will be delivered through non-strategic sites allocated in the Kington Neighbourhood Development Plan, existing commitments and windfall developments.

To complement the housing growth the existing employment sites in Kington are expected to be retained and enhanced. Small-scale employment growth will be supported and identified through existing commitments, future proposals and the Neighbourhood Development Plan.

In addition to the requirements of other Local Plan policies, new development proposals in Kington will be supported where they:

1. Strengthen and safeguard the vitality and viability of Kington town centre. The retail boundary, as identified in the key diagram, outlines the boundary of the town centre. Future retail proposals outside the town centre boundary will be subject to a retail impact assessment (see Policy PE3) to identify any potential adverse effects on the town centre's independent retailers and traders;
2. Contribute to identifying needs for new or improved community facilities as a result of new development where necessary;
3. Demonstrate that proposals reflect and are sympathetic to the special character and distinctiveness of Kington's historic town centre, Conservation Area and wider urban area. Development proposals must also demonstrate that they align with Design Codes for Kington; and
4. Safeguard, enhance and extend access to green and blue spaces and networks for active travel along the dismantled railway, River Arrow and Public Rights of Way to Hergest Croft, Haywood Common and Park Wood. Make provision in appropriate locations for urban greening and tree planting within and surrounding Kington.

Figure 19: Key diagram for Kington



## New homes requirement

As of April 2023, around 71 of the overall housing target in Kington had been met through housing completions and with outstanding planning permissions. The following table provides an assessment of how the Local Plan target of 150 dwellings over the plan period can be achieved. In addition, it estimates the housing which will come forward on windfall sites during the plan period and includes a lapse rate and additional buffer to take account of any shortfall. The Kington growth target is around 90.

**Table 9: Kington housing requirements**

<b>Kington growth strategy</b>	<b>150</b>
Windfall allowance	49
Existing commitments at 2023	17
Built 2021 - 2023	5
NDP allocations without planning permission	0
<b>Total accounted for</b>	<b>71</b>
<b>Residual growth target</b>	<b>79</b>
5% lapse rate on commitments not started	0
10% buffer	8
<b>Kington growth target</b>	<b>87</b>

## Housing

The majority of new homes will be delivered through existing commitments, windfalls and smaller scale non-strategic sites including brownfield sites within the existing built up area and identified in a Neighbourhood Development Plan. Due to the constrained nature of Kington, it is unable to meet its housing target with several individual sites and therefore requires a larger site to meet its growth. The remainder will be met through a strategic site allocation in the south of Kington town. This development is expected to improve footpath links to town, and medical/health facilities as well as provide affordable housing and amenity space.

## Movement

New development in Kington must ensure accessibility to the town centre and surrounding countryside by means other than private vehicles and promote active travel through safe pedestrian and cycle links into town. This will encourage people to walk or cycle for shorter journeys thereby easing traffic congestion reducing carbon emissions and improving people's health and wellbeing. Every available measure should be taken to ensure new development does not increase traffic congestion or worsen air quality in the town. For example, secure bicycle parking should be provided close to where people live in the town centre, to encourage more people to cycle for short trips into town.

Wherever possible, active travel routes should be lined with species-rich berry bearing shrubs and pollen and nectar-rich flowers through creating wildflower-rich grassy margins to create edible and pollinator pathways.

## Employment

The rural nature of Kington and its hinterland means that its economy continues to have a significant dependency upon agricultural and related enterprises. Kington has a functioning livestock market that is run on a weekly basis. The largest employment sectors in the town itself are wholesale and retail, business admin support and health services.

The [Employment Land Study](#) 2022 suggests small scale employment uses should be brought forward to meet the needs of the local area, these may not be able to be located within or adjacent to the town. The existing employment estate of Hatton Gardens has a haphazard layout and poor amenities which could be improved.

The [Kington Town Investment Plan](#) indicates there is some potential for expansion around Kington Building Supplies, on land which is currently farmland. Consideration could be given to a site to the south of the recycling centre for employment use in the Neighbourhood Development Plan.

The [Herefordshire Big Economic Plan](#) 2023, suggests Kington to be promoted as a walking destination with a strong crafts, food and drink sector which could be promoted by high street enhancement and promotional activities and events.

## Town centre vitality

The Kington town centre boundary has been identified through recommendations in the [Town Centre and Retail Assessment 2022](#) and is detailed within the Figure 18 key diagram for Kington. Policy PE3 addresses criteria for development within these allocated boundaries. No additional requirement for retail units had been identified, therefore the priority should be to reoccupy existing vacant floor space within the town centre. A review of these boundaries may be undertaken as part of a Neighbourhood Development Plan, where appropriate, but should take into account recommendations within the Town Centre and Retail Assessment.

In order to strengthen and safeguard the vitality and viability of Kington town centre. The retail boundary, as identified within this policy, outlines the boundary of the town centre and future retail proposals outside the town centre boundary will be subject to a retail impact assessment (Policy PE3) to identify any potential adverse effects on the town centre's independent retailers and traders.

## Green and blue infrastructure

Green and blue infrastructure can help urban areas to stay cool during hot weather, provide permeable ground to soak up water thus helping to prevent flash flooding during periods of heavy rainfall, provide valuable wildlife habitats, and be combined with active travel routes to encourage people to use them.

It is essential that new development considers well-designed, multifunctional green and blue infrastructure from the outset and connects new green infrastructure with existing green corridors and links. In Kington, these include; links from Kingswood Road into Kington town centre, and improvement to the town's footpath network will help support the promotion of the town as a walking hub and boosting the visitor economy potential.

## Landscape and heritage

Kington's landscape is characterised by a narrow valley surrounded by hills, providing scenic views of the town from its peaks. The town features a range of historic architecture, including half-timbered black-and-white buildings, historic inns, the market square, and landmark structures such as the Market Hall. Kington Town features numerous historic buildings 80 of which are listed. The Heritage Impact Assessment identifies Kington's high street, designated as a Conservation Area, and is listed on Historic England's Heritage at Risk Register, with its condition recorded as 'very bad and deteriorating', therefore, schemes should have careful consideration to the landscape and historic character including conservation of heritage assets. Any proposed development within will need to be sensitively designed to reflect the historic setting of Kington and enhance the character of the area.

The [Landscape Character Assessment 2023](#) characteristics Kington's topography of high rounded hills rising to moorland ridges extending into Wales. The geology is mostly underlain by limestone and siltstone bedrock geology resulting in poor soil. Surrounding the Kington area the mixed farmland retains a pastoral character and distinctive field patterns of small irregular fields bound by hedgerows there is also rough grazing on the exposed hill tops. The sparsely populated landscape with isolated farms and cottages constructed of a variety of local materials these buildings are linked by narrow lanes. However there is a strong network of footpaths and open access land connecting Kington town to a number of iron age hill forts and earthworks of Offa's Dyke.

## **Policy KING2: Land east of Kingswood Road**

Land to the east of Kingswood Road is allocated for up to 50 dwellings. It should be developed in a way appropriate to Kington's unique landscape and townscape character and should also:

### **Housing requirement:**

1. Provide an average minimum density of 30 dwellings per hectare, including a mix of market and affordable house sizes and types in accordance with Policy BC1 and reflect the needs identified in the latest version of the Herefordshire Housing Market Area Needs Assessment;
2. Incorporate a mix of market and affordable housing to meet an affordable housing target of 15% will be required as an opportunity to address the range of homes currently available in the town;
3. A minimum of 5% of the dwellings being made available as dedicated services plots for self or custom build housing in accordance with Policy BC3;

### **Access:**

4. Provide a permeable site layout with direct and recognisable routes for walking, wheeling and cycling. Including improved footpaths into Kington town centre. Pedestrian links to Kington Medical Centre should be improved, ensuring safe crossing for residents/users to the medical centre;
5. Deliver access road onto Old Eardisley Road. Access should ensure safe use and crossings for walking, wheeling and cycling;
6. Transport Assessments, Travel Plans, Environmental Statements and other supporting documents must be provided to ensure that the impact on the existing strategic road network and its junctions will not result in any detrimental impact to its safe operation. Suitable junction capacity assessments and appropriate levels of mitigation will be required;

### **Community:**

7. Make financial contributions to education provision;
8. Provide a Health Impact Assessment with the planning application, to ensure that the health and wellbeing of future residents is maximised;

### **Design and open space:**

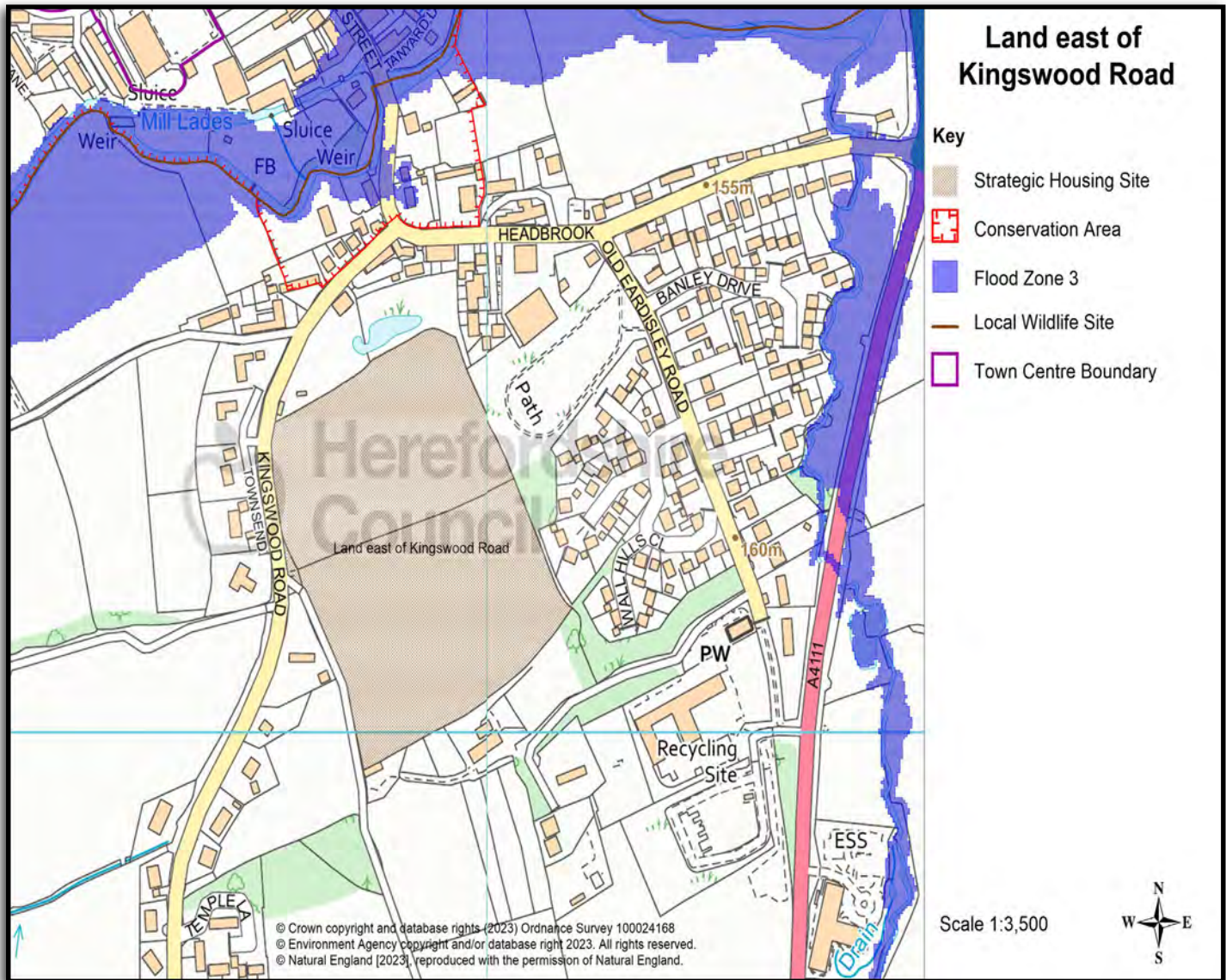
9. A high quality, inclusive and masterplanned landscape-led design approach, in accordance with the Kington Design Code (once adopted), that contributes to local distinctiveness and enhances the setting of the town;

10. Incorporate high-quality landscape design with a green buffer and maximising opportunities for greening;
11. Incorporate a woodland buffer between the road and the expansion site is required to ensure robust and resilient landscape boundary;
12. Replace any play space off Old Eardisley Road lost through the creation of the new access to meet the needs of both the existing residents and new residents with a multi-functional open space;
13. Align with the requirements set out in the Kington Design Code;
14. Demonstrate siting, scale, massing, layout and materials are sympathetic to the special character and distinctiveness of Kington's landscape, historic centre and townscape;
15. Provide a comprehensive Sustainable urban Drainage System (SuDS) which includes measures such as rain gardens and swales to manage ground and surface water drainage and safeguard against any increased flood risk;

**Habitat protection:**

16. Proposals for biodiversity net gain (BNG) must be provided as part of the development. The layout and siting of the scheme should avoid any negative impact on biodiversity. The site must deliver 20% BNG, as measured by the statutory biodiversity metric, and which should preferably be located within or adjacent to the development site. If demonstrably not practical to deliver the required level of BNG on-site, details of a suitable and appropriate off-site solution for the remaining net gain should be provided, or, as a last resort, statutory biodiversity credits should be purchased. For significant on-site gains, and all off-site gains, BNG must be maintained for at least 30 years after completion; and
17. Demonstrate achievement of nutrient neutrality.

Figure 20: Land east of Kingswood Road





## Housing

The [Housing and Economic Land Availability Assessment](#) (HELAA) and [Kington Neighbourhood Plan Development Site Assessments](#) have informed the strategic site selection. As Kington is constrained by its topography, flood risk and road infrastructure has a limited number of sites suited to development. At the time of writing, the Herefordshire [Housing Market Area Needs Assessment](#) (HMANA) (2021) provides the latest evidence on housing need for the county. Its (or its latest equivalent) findings should be used to determine the appropriate mix of housing types, sizes, tenures and the number of affordable homes to be provided as part of future development schemes. Following these assessments, the Land east of Kingswood Road was deemed as the only suitable site of a strategic size to accommodate further growth. The site is expected to have a small demand for education and healthcare requirements and is expected for existing facilities to be extended where required.

The strategic site will be master-planned with supporting infrastructure and open space, for up to 50 dwellings. Following site assessment and review of the evidence, this site was identified as the most suitable site to accommodate Kington's required growth. It is expected for the development site to adhere to the criteria in KING2 to ensure the design and siting of the scheme are appropriate to Kington's unique landscape and townscape.

## Access

It is expected that new access is required to the site, the principal access is likely to be located on the eastern side connecting to Old Eardisley Road. This is due to potential difficulties in upgrading the junction of Kingswood Road. The new access arrangement will have an impact on the existing open/play space, therefore will be a requirement to replace and enhance the existing open space and play area.

## Community facilities

The development should be supported by the appropriate levels of green infrastructure, public open space and food growing areas to serve the proposed development. Contributions will be required from the developer towards the costs of education provision.

## Landscape and heritage

The site is located to the south of the town and is within a high sensitivity landscape area ([Urban Fringe Sensitivity Analysis](#) 2010), which covers the whole area of Kington town.

The Kington [Landscape Character Assessment](#) 2015 concluded that the site in Kingswood Road itself would form a logical, strong, physical and defensible future boundary to the town at this point. A woodland buffer between the road and the expansion site is required to ensure a robust and resilient landscape boundary. This would have the additional benefit to screen any elevated and highly sensitive views from the west. There are networks of pedestrian routes adjacent to the site mostly from the south and east. It is expected the scheme will directly link these footpaths to the north and east of the site linking these to the town centre and opening an opportunity for multi-functional green infrastructure with new footpaths and cycle routes linking the existing north and south footpaths to Kington town.

The Heritage Impact Assessment (HIA) for this site identifies that this site is a contributor to the setting of the town and this should be borne in mind when working up a scheme. The HIA sets out a number of recommendations suggesting design based mitigation to minimize the impact on historic assets and their setting. This includes strengthening tree lines and planting, limiting development heights and undertaking further work to better establish the potential for archaeological remains.



# Ledbury

Ledbury is a market town in the east of Herefordshire with a town centre offering a broad choice of shops and services that serve residents and a relatively large rural catchment area. It functions as the main market town in the eastern part of the county. The town centre Conservation Area has a distinctive character with well-preserved narrow alleys lined with timber Tudor buildings. Ledbury attracts many visitors throughout the year drawn to its rich history and periodic festivals. The town has good rail links to regional cities and towns as well as routes to London.

Development in and around Ledbury is constrained by a number of issues, the western edge of Ledbury is at risk of flooding along the River Leadon and further west of that is Wall Hills Fort Scheduled Ancient Monument. To the east of Ledbury is Malvern Hills National Landscape which covers the majority of land to the east of the town.

There is limited readily available previously developed (brownfield) land in Ledbury. As with other settlements, it is expected that a process of redevelopment, infill developments, and changes of use will continue to provide a supply of new homes and other uses, but these opportunities are relatively modest and will not address the identified need for the majority of new homes in particular. New greenfield allocations are therefore necessary in order to deliver the required growth. Infrastructure such as transport, utilities, broadband connectivity and community facilities is needed to support this growth

The following infographic provides an overview of facts and figures about Ledbury.

Figure 21: Ledbury key facts

### Total Population



**8,600**  
(ONS, census 2021)

### Total No. of households



**7,052**  
Households  
(ONS, census 2021)

### Age Profile



**1,204**  
(14%)  
Aged 0-14



**4,816**  
(56%)  
Aged 15-64



**2,580**  
(30%)  
Aged 65+

(ONS, census 2021)

### Travel to work



**57%**  
Vehicle



**2%**  
Bus or  
Train



**1%**  
Other



**18%**  
Walk or  
Cycle



**22%**  
Work  
from  
home

(ONS, census 2021)

### Employment

**20%**  
Employed in production,  
including manufacturing



**30%**  
Employed in distribution,  
transport, accommodation  
& food



**41%**  
Employed in public  
administration, education  
& health

**6%**  
Employed in business  
services activities

**4%**  
Employed in other areas

(ONS, census 2021)

### NDP Status



[NDP](#)  
Made 13 June 2023

### Carbon Footprint



**14.9t CO<sub>2</sub>e\*** per-household  
territorial footprint.

\*carbon dioxide equivalent  
(a number of different gasses  
collectively as a common unit)  
[Community carbon calculator](#) 2021

### Deprivation Levels



Not deprived: **48%**  
Deprived in 1 area: **37%**  
Deprived in 2 areas: **12%**  
Deprived in 3 areas: **3%**  
Deprived in 4 areas: **0.07%**

(ONS, census 2021)

### Public Transport



Train station, with regular  
services to Colwall,  
Worcester, Birmingham,  
Oxford and London

A town bus service four  
times a day. Two hourly  
service to Hereford and  
additional services to  
Worcester, Malvern and  
Gloucester. Taxi services  
available

### Residential Planning Statistics



Herefordshire commitments  
for granted planning  
permissions at April 2023:  
**1,046 dwellings**

**Building Rates:** over past  
11 years on average **19**  
dwellings built per annum

Taking all these factors into account, the strategy seeks to promote the sustainable growth of Ledbury by providing housing and employment opportunities whilst at the same time helping to minimise carbon emissions and enabling the local community to live more active and healthy lifestyles. The main focus for housing, together with supporting facilities and services will be within an urban extension to the south of the town as set out in Policies LEDB1 and LEDB2.

## **Policy LEDB1 – Strategic development for Ledbury**

Ledbury will accommodate a minimum of 1,700 new homes during the plan period. Of these, 450 new homes will be provided on a strategic site on Land to the south of Leadon Way, adjacent to Gloucester Road in accordance with LEDB2.

The remaining new homes will be delivered through non-strategic sites allocated in the Ledbury Neighbourhood Development Plan, existing commitments and windfall developments.

To complement the housing growth around 22 hectares (ha) of new employment land is expected to be delivered within this plan period to support future employment needs. The majority of employment land will be concentrated to the west of Ledbury just south of Little Marcle Road in accordance with LEDB3. Further employment land to meet the requirement will be met through existing commitments and smaller sites identified in the Neighbourhood Development Plan.

Improved walking, cycling and wheeling connectivity is required from all new developments to the south of Leadon Way and the town, in particular the provision of an accessible and safe crossing across Leadon Way will be required.

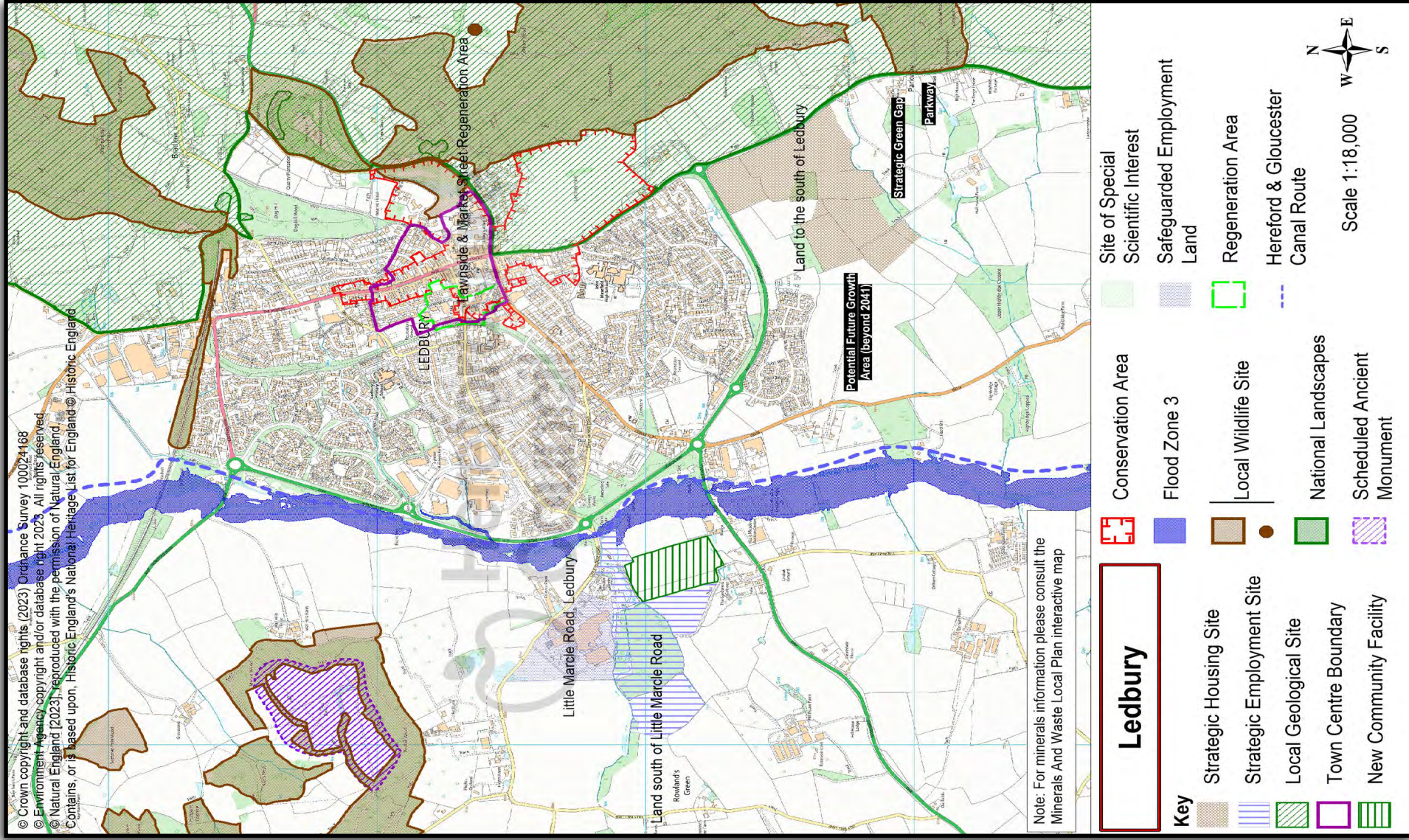
Future-proofing of the area south of Leadon Way beyond the plan period with connections for all modes of transport will be necessary to ensure there are no adverse impacts on local roads and routes.

In addition to the requirements of other Local Plan policies within Ledbury, new proposals will be supported for development where they:

1. Strengthen and safeguard the vitality and viability of Ledbury town centre. The retail boundary, as identified within this policy and in the key diagram, outlines the boundary of the town centre and future retail proposals outside the town centre boundary will be subject to a retail impact assessment (Policy PE3) to identify any potential adverse effects on the town centre's independent retailers and traders;
2. Demonstrate that proposals are sympathetic to and reflect the special character and distinctiveness of Ledbury's historic town centre, Conservation Area and wider urban area. Development proposals must also demonstrate that they align with the Ledbury Design Code;
3. Do not exacerbate congestion and air quality conditions, particularly around Knapp Lane and Four Ways Cross Road;
4. Safeguard, enhance and extend access to green and blue networks and spaces along the Town Trail, the Herefordshire and Gloucestershire Canal route, River Leadon riverside walk, and Public Right of Way to the Malvern Hills National Landscape and Ancient Woodlands. Make provision in appropriate locations for urban greening and tree planting within and surrounding Ledbury;

5. Contribute to identifying needs for new or improved community facilities as a result of new development where necessary;
6. Secure and/or assist in delivering provisions where necessary for a new or expanded GP surgery, to both alleviate current pressure and support an increase in local population; and
7. Minimise impacts upon the local transport network in and around Ledbury through careful location and design. Furthermore, they should offer access to a choice of transport modes, in accordance with Policy CC1.

Figure 22: Key diagram for Ledbury



## New homes requirement

As of April 2023, around 1,150 dwellings had already been identified through housing completions and with outstanding planning permissions. The following table provides an assessment of how the Local Plan target of 1,700 dwellings over the plan period can be achieved. In addition, it estimates the housing which will come forward on windfall sites during the plan period and includes a lapse rate and additional buffer to take account of any shortfall. The Ledbury growth target is around 650.

**Table 10: Ledbury housing requirements**

<b>Ledbury growth strategy</b>	<b>1,700</b>
Windfall allowance	51
Existing commitments at 2023	1,046
Built 2021 - 2023	52
NDP allocations without planning permission	0
<b>Total accounted for</b>	<b>1,149</b>
<b>Residual growth target</b>	<b>551</b>
5% lapse rate on commitments not started	40
10% buffer	55
<b>Ledbury growth target</b>	<b>646</b>

The main urban area has limited potential for brownfield land development, therefore sites beyond this area must be considered for growth to meet the local housing need. The area around Ledbury is sensitive to environmental change with the Malvern Hills National Landscape directly to the east. More recent development has taken place to the south with the Hawk Rise site permission accommodating nearly 300 dwellings, many of which have been completed.



The broad tract of land south of Ledbury is considered to be the most suitable area for future strategic housing growth. Within this plan period, a strategic housing site in the south east of Ledbury, south of Leadon Way and adjacent to Gloucester Road is identified to deliver a minimum of 450 dwellings. Additional non-strategic allocations will be identified in the Neighbourhood Development Plan.

The National Planning Policy Framework (NPPF) indicates that longer term requirements and opportunities for significant extensions to existing villages and towns can be considered. Local Plans can look further ahead (at least 30 years), to take into account the likely timescale for delivery. In Ledbury, there are potential further opportunities beyond 2041 to the area south of the town particularly land to the south west adjacent to Dymock Road, south of Hawk Rise and beyond this.

In the case of significant extensions to the town; policies should be set out within a vision that looks further ahead (at least 30 years), to take into account the likely timescale for delivery. Therefore this wider southern expansion area may meet the development requirements of Ledbury over two plan periods.

It will be important that the settlement of Parkway maintains a distinctive separation from the Ledbury urban extension and a strategic green gap between the proposed urban extensions and Parkway will help to ensure this.

## **Policy LEDB2: Land to the south of Ledbury**

Land to the south of Ledbury will bring forward a master-planned sustainable development on 25 hectares of land and will be expected to deliver:

### **Housing requirement:**

1. A minimum of 450 new homes at an average minimum density of 30-35 dwellings per hectare which includes a mix of market and affordable house sizes and types in accordance with Policy BC1 and reflect the latest Herefordshire Housing Market Needs Assessment;
2. An affordable housing target of 35% of the dwelling total must be affordable housing to meet local needs;
3. A minimum of 5% of the dwellings being made available as dedicated serviced plots for self or custom build housing in accordance with Policy BC3;

### **Access:**

4. Provide important linkages to the town at an early stage. This is expected to be in the form of an attractive, easily accessible, safe and direct crossing on Leadon Way to connect with the town;
5. Transport Assessments, Travel Plans, Environmental Statements and other supporting documents must be provided to ensure that the impact on the existing strategic road network and its junctions will not result in any detrimental impact to its safe operation. Suitable junction capacity assessments and appropriate levels of mitigation will be required;
6. And look to future-proof sustainable transport modes and accessible links to support housing growth within and beyond the plan period;

### **Community:**

7. An appropriate, distinctive, new sustainable community facility;
8. A small scale neighbourhood retail facility to enable easy, active and safe access to day to day needs;
9. Provide a Health Impact Assessment, to ensure that the health and wellbeing of future residents is maximised;
10. Financial contribution towards education provision;

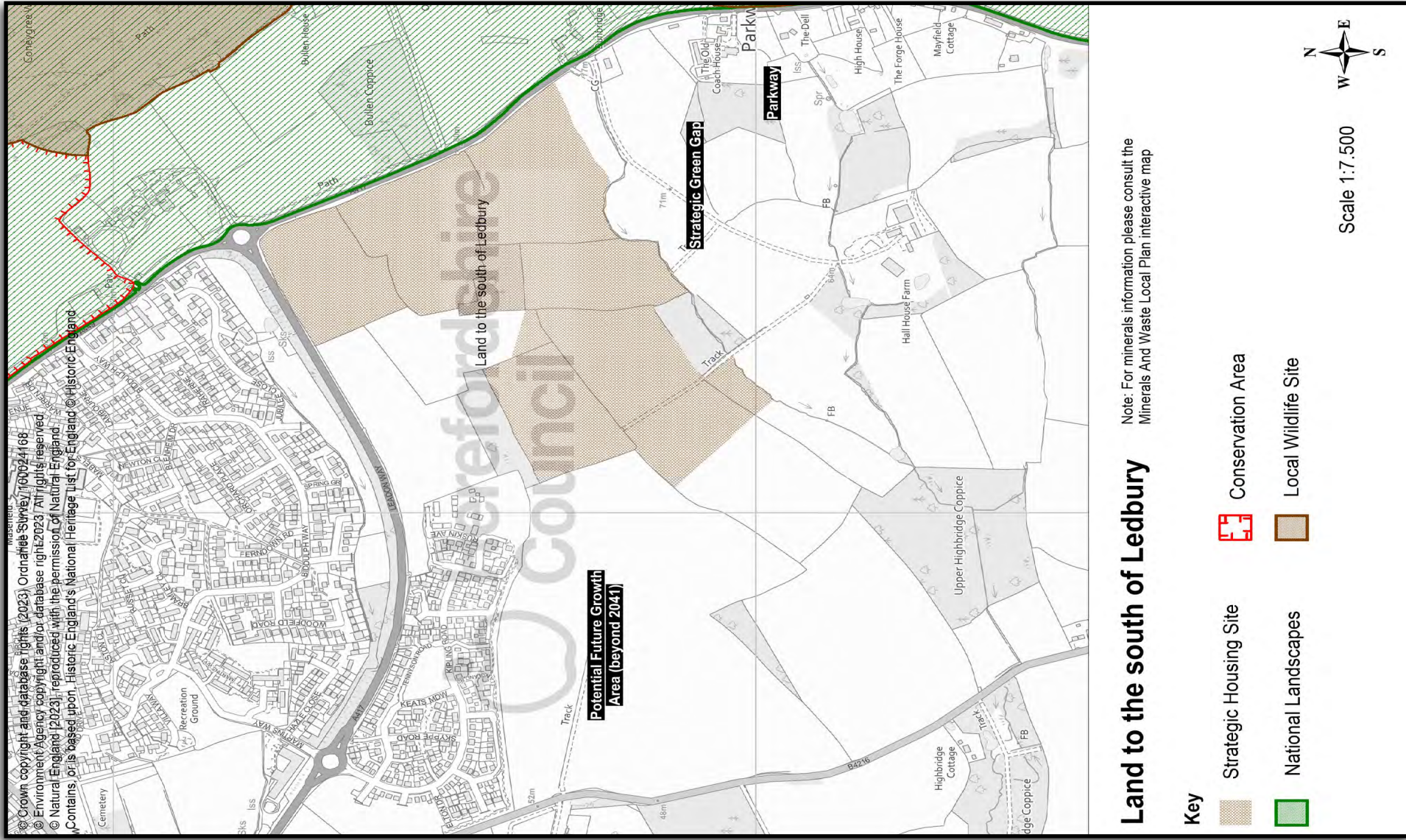
**Design and open space:**

11. A development proposal which respects the landscape setting, including minimising any impact to the distinctive and unique nature of the Malvern Hills National Landscape;
12. Green infrastructure corridors that give structure to the development, maximise connectivity by providing attractive routes to walk, wheel and cycle, and provide a strong natural edge to the development to maintain the separation from Parkway;
13. On-site delivery of an appropriate level of multi-functional open space which should include semi-natural green space together with measures for its on-going maintenance, and provision for allotments or community garden;
14. A comprehensive Sustainable urban Drainage System (SuDS) which includes measures such as rain gardens and swales to manage ground and surface water drainage and safeguard against any flood risk;
15. Siting, scale, massing and layout and materials that are sympathetic to the character and distinctiveness of Ledbury and align with the requirements of the Ledbury Design Code;
16. Proposals for biodiversity net gain (BNG) must be provided as part of the development. The layout and siting of the scheme should avoid any negative impact on biodiversity. The site must deliver 20% BNG, as measured by the statutory biodiversity metric, and which should preferably be located within or adjacent to the development site. If demonstrably not practical to deliver the required level of BNG on-site, details of a suitable and appropriate off-site solution for the remaining net gain should be provided, or, as a last resort, statutory biodiversity credits should be purchased. For significant on-site gains, and all off-site gains, BNG must be maintained for at least 30 years after completion; and

**Heritage assets:**

17. Assess the archaeological significance of the area to safeguard heritage assets and inform development proposals.

Figure 23: Land to the south of Ledbury



## Housing

In practice, the overall allocation provides a southern sustainable urban extension to the town of Ledbury. The site is bounded by Leadon Way and Gloucester Road (A417), open countryside to the south, and the urban edge of Ledbury lies to the north. A planning permission for 140 dwellings is situated to the north and west of the site. The general farmland within the area of the site is known as Halls Hill Farm.

In bringing the site forward it is expected that a sustainable and balanced residential development with a range of tenure types and a mix of dwellings sizes will create a distinctive new community south of Leadon Way.

Master planning will be required on any future schemes neighbouring the allocation site. Any subsequent scheme in the south west area should ensure that the two 'sites' address each other positively in terms of design and layout and that connectivity and cohesion are achieved between the two neighbourhoods for both natural and built features.

## Movement

Any proposal must ensure accessibility to the town centre of Ledbury, schools and the railway station and promote active travel through safe pedestrian and cycle links to the town. From the growth happening south of Leadon Way, the road forms a particular barrier to accessibility and therefore the proposals must provide a new safe and accessible crossing on the Leadon Way. The final location of the crossing will need to be approved by the Local Planning Authority. The permeability of the site will be important as it needs to connect to adjacent sites with planning permission as well as future phasing beyond the plan period. Wherever possible, active travel routes should be lined with species-rich berry-bearing shrubs and pollen and nectar-rich flowers through creating wildflower-rich grassy margins to create edible and pollinator pathways.

Ledbury is widely regarded as the main service centre for the east of the county. Benefiting from a wide range of services, retailing, a popular weekly market, schools and employment opportunities. This, together with good bus services and the railway station makes Ledbury one of the county's most accessible towns. Due to the natural environmental constraints surrounding the town, the future growth around the east, west and north would be difficult to accommodate. Therefore, with growth and development in this area south of Leadon Way starting to take place, futureproofing of the area for improved travel networks should be part of current plans and proposals. Therefore transport assessments within the area will be required to identify possible adverse effects on the network from both current proposals as well as possible future growth. Therefore suitable long-term planning of the area will be important.

## Town centre vitality

The town centre boundary for Ledbury has been identified through recommendations in the [Town Centre and Retail Assessment](#) 2022 and is detailed within Figures 22 & 25 for Ledbury. Policy PE3 addresses criteria for development within these allocated boundaries. No additional requirement for retail units had been identified, therefore the priority should be to reoccupy existing vacant floor space within the town centre.

A review of these boundaries may be undertaken as part of the Ledbury Neighbourhood Development Plan, where appropriate, but should take into account recommendations within the Town Centre and Retail Assessment.

## **Community facilities**

The services and facilities in the town are within a 1 mile radius from the site and can be accessible via a bus service located approximately 1km away. The development should incorporate a community hall and neighbourhood shopping for residents for day to day needs. The development will need to contribute towards increasing the capacity of education provision in the area, particularly primary schools and early years provision.

The development should be supported by the appropriate levels of green infrastructure, public open space and food growing areas.

## **Landscape and green infrastructure**

There should be consideration of important views to and from the Malvern Hills National Landscape. It is vital that they are not adversely impacted by the development, and should also consider how the edges of the development address the surrounding open countryside. It will be important to ensure there is a smooth transition from urban to rural. Following mitigation measures recommended by the Heritage Impact Assessment, development would be required to provide a landscape buffer on the eastern boundary of the site and retention and strengthening tree planting along the eastern boundary and limit development to 2-3 storeys with height focussed on areas of lower topography.

There are a number of wildlife sites in the area known as Bullen Coppice and Conigree Wood therefore accessibility of the area will require careful consideration to limit any impacts. Natural areas will be important for residents to avail of in order to reduce pressure on nearby wildlife sites as well as corridors for the movement of wildlife. The site is expected to deliver 20% biodiversity net gain benefits taking into account the up to date evidence and Local Nature Recovery Strategies for the area.

## Employment

### Policy LEDB3: Land south of Little Marcle Road

Land south of Little Marcle Road is allocated for 17 hectares of employment within Use Classes B2, B8 and E(g).

Development of this site is required to:

1. Provide detailed highway access plans that accommodate all proposed uses and a travel plan for the development;
2. Include a Flood Risk Assessment addressing the extent of flood risk at the eastern end of the site;
3. Provide a landscape and visual impact assessment given its location towards Wall Hills Camp and the Malvern Hills National Landscape;
4. Compliment the setting by addressing the heights, massing, design, materials and location of buildings given its location towards the settings of Wall Hills Camp and Malvern Hills National Landscape;
5. Provide appropriate external lighting to minimise the effect on the settings of Malvern Hills National Landscape, Wall Hills Camp and nearby heritage assets;
6. Provide a landscape buffer on the north western portion of the site along with tree screening along the western, north western and on the border of the site along Little Marcle Road. Additional planting will be required within the site; and
7. Assess the archaeological significance of the area to safeguard heritage assets and inform development proposals.

Ledbury is particularly well placed to realise some further economic opportunities. A highly attractive and popular market town, strategically well placed on the road network (close to the M50), offering an attractive place to live, visit and work. As set out in the [Ledbury Market Town Investment Plan 2021](#), there is a smaller stock of jobs per head than the national average. Ledbury has a thriving light industrial base, with many companies operating from the town and is well served by growers and producers supplying major supermarkets.

The large employment site identified south of Little Marcle Road is a continuation of a site originally identified in the Core Strategy 2015.

Policy LEDB3 sets out the policy requirements for Land to the south of Little Marcle Road for employment land development. The extended site amounts to approximately 17 hectares in total and is adjacent to the Heineken factory. The revised Ledbury Neighbourhood Development Plan 2023 has made provisions for a larger area covering 20 hectares. However following the results from the Heritage Impact Assessment, a significant section of land north west of the employment site and to the west of the Heineken plant (8 ha) will not be carried forward as part of the employment site in this plan. This is as a result of development in this area posing a risk to the heritage assets in close proximity to Grade II listed Flights Farmhouse and Wall Hills Camp Scheduled Ancient Monument.

The [Provision of Employment Land Requirements Study 2022](#) sets out an optimistic and moderate requirement for 15 hectares and 12 hectares respectively. There is support for a greater proportion of employment which is justified by the large level of housing commitments in Ledbury as it seeks to provide more balance between housing and employment land. Therefore 17 hectares for this site alone is considered appropriate, slightly above the optimistic suggestion from the Employment Land Study 2022.

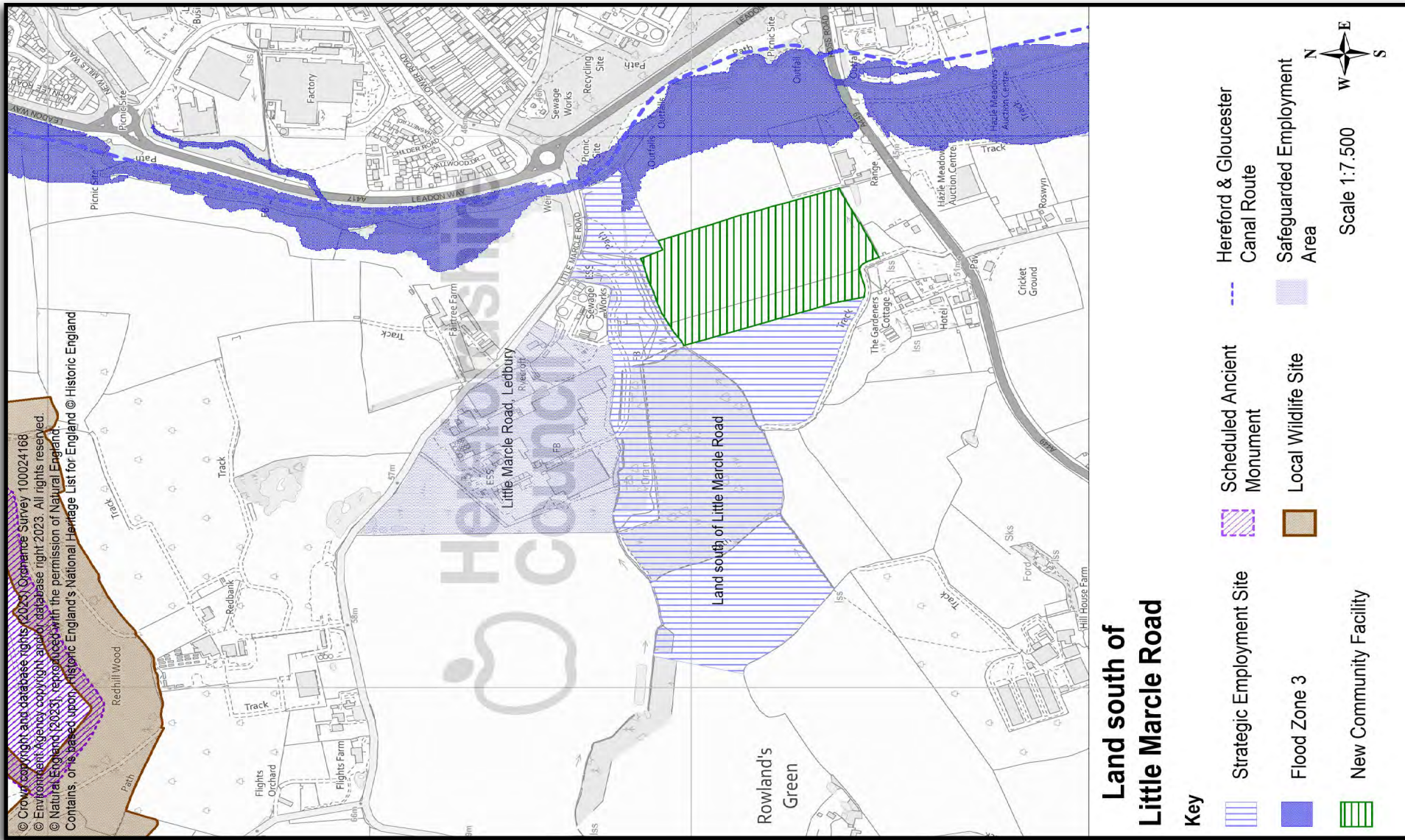
Employment sites will need to provide flexible, adaptable and accessible employment space within and around the town to support the different needs of local manufacturing and engineering firms and attract high-tech and innovative businesses in the expanding technology corridor emerging in the West Midlands by way of Malvern and extending that to Ledbury.

All proposals for redevelopment and expansion will need to have regard for the setting of Wall Hills Fort Scheduled Ancient Monument to the north and nearby heritage assets. The views towards the Fort and from the Fort should be carefully considered where new development is concerned. Existing tree planting along the western and northern boundary will be retained and strengthened to reduce views of new development from the Flights Farmhouse and Fairtree Farm listed buildings. Building heights will be limited to 2-3 storeys maximum, with any taller buildings located in lower lying areas. Mature trees and water features will be retained across the site in order to break up the built form and preserve elements of the historic landscape.

The proposed employment land allocations will be expected to deliver biodiversity net gain in accordance with Policy EE1.



Figure 24: Land south of Little Marcle Road



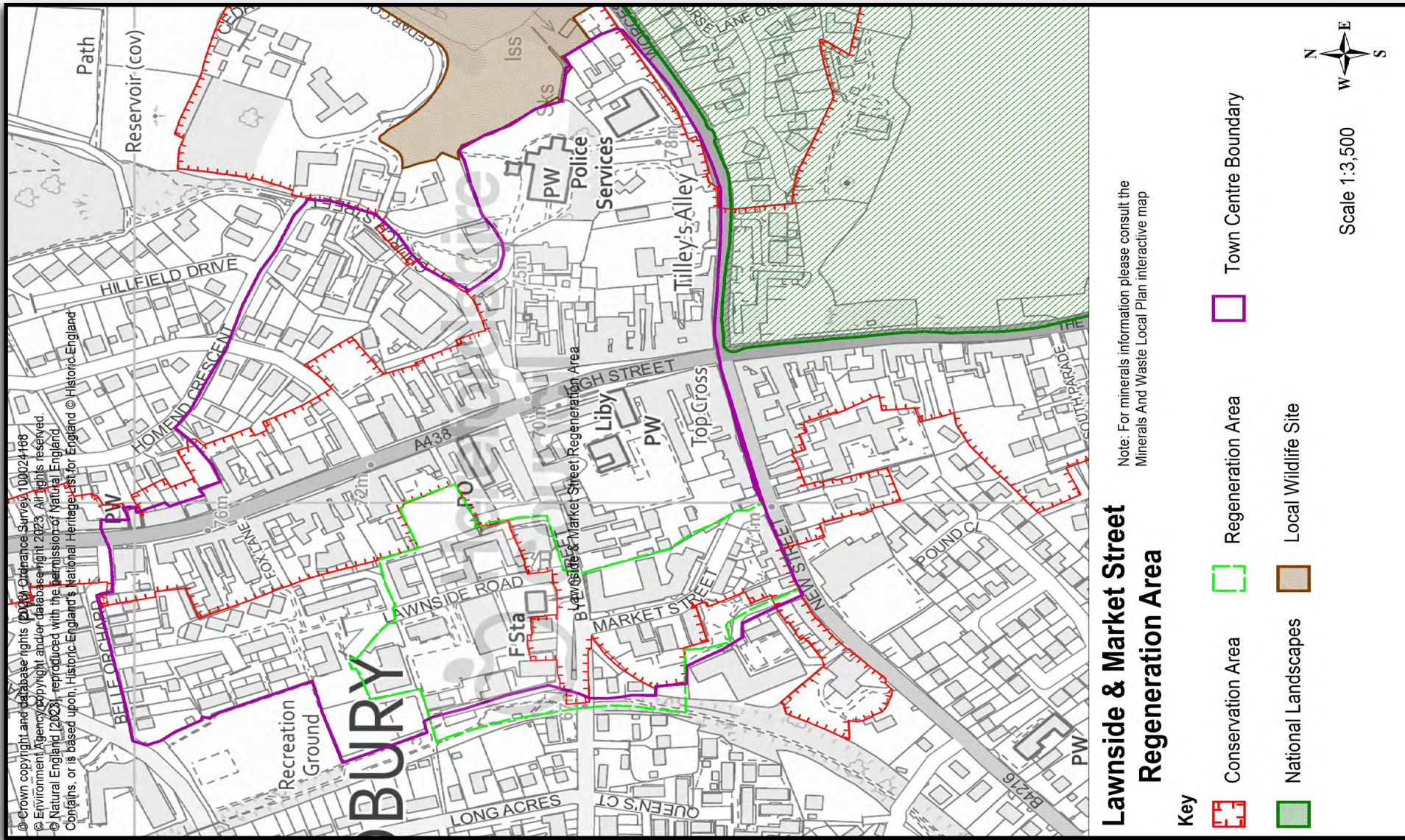
## Regeneration area

### Policy LEDB4: Lawnside and Market Street Regeneration Area

Proposals which support the regeneration of the Lawnside and Market Street area will be supported. The area is 4 hectares in total and developments in this area will be required to:

1. Contribute towards the improvement and redevelopment of housing within the area with developments reflecting the local housing density within an urban setting;
2. Contribute towards a co-ordinated approach delivering public realm improvements, that integrates the open space, green infrastructure and networks within, to and from the Lawnside and Market Street Regeneration Area;
3. Promote the optimal use of land which supports regeneration and maximises re-use of underutilised buildings and previously developed (brownfield) land;
4. Be guided by good design and place making principles which is the focus for the life of the community as part of the Regeneration Area in alignment with the Ledbury Design Code;
5. Provide enhanced and attractive pedestrian and wheeling links to the town centre;
6. Encourage a high quality mix of retail, health, housing and employment that will enhance the opportunity for people to live, work and visit the town and its wider area;
7. Facilitate the growth of community resources and business within the Regeneration Area; and
8. Develop proposals which enhance the distinctive character of the town centre, reflecting the identity and heritage of individual buildings, shop fronts or streets.

Figure 25: Lawnside and Market Street Regeneration Area



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The Lawnside and Market Street Regeneration Area is within the defined town centre and an opportunity area for regeneration in the emerging Ledbury Neighbourhood Development Plan, given its close proximity to the High Street. The area set out in this Local Plan is larger than that set out in the Neighbourhood Development Plan as stronger links to the town centre are necessary to see the wider benefits of this proposal. The regeneration of the area will have a number of benefits.

Ledbury is considered to be a highly vital and viable centre and the current vacancy rate of 9.3% identified in the Herefordshire [Town Centre and Retail Assessment](#) 2022 is not considered to represent cause for concern. There are fewer vacant units located in the main retail core along The Homend and High Street.

The configuration of housing means it has limited private community space and it lacks a neighbourhood centre. The area has a mixture of business and community uses laid out in a disparate manner with indirect links to the town and recreation area. The BT building adjacent to the swimming pool appears to be in limited use. Certain occupants may be considering options for the future and further exploration of these will need to take place.

Comprehensive planning of the layout and function of the entire area would enable better utilisation of land where improved community facilities and businesses could be accommodated more coherently. There is potential to look at some further housing provision. Reconfiguration of layout and buildings would enable enhancement of the area. Where buildings are to remain, the creative re-use, repair and adaptation of existing buildings can act as an impetus for economic regeneration, support tourism and encourage the sustainable use of resources. The redevelopment of the site gives an opportunity to improve permeability, create a connection to the High Street and strengthen the vibrancy of Ledbury town centre as a whole.

This could allow for some small-scale employment uses which will go towards diversification and choice within the local economy. Within accessible locations such as the town centre, there is a need for higher densities as this can help increase vitality and viability in these areas. Any new development within the area will need to be in coherence with the heritage of Ledbury's distinct character with the nearby Conservation Area.

An aerial photograph of the town of Leominster, showing a dense cluster of buildings with various rooflines and colors, interspersed with green trees. The town is surrounded by a wide expanse of green fields and rolling hills under a cloudy sky. A prominent yellow rectangular box is overlaid on the left side of the image, containing the town's name.

# Leominster

Leominster is a historic market town located in the north of the county. It plays an important role as the main centre for the surrounding rural areas having a variety of services and facilities. These include housing, employment, retail, community and leisure services. It has good rail links to Hereford and beyond, but there is potential to increase opportunities for active and sustainable travel. Leominster town centre is part of the [Heritage Action Zone](#) programme which seeks to rejuvenate high streets that are rich in heritage and potential. The projects associated with this funding will help to enhance the town centre by focusing on the town's historic value and will stimulate its economic growth and tourism potential.

There are existing pressures on services and facilities in Leominster which impact on the place shaping policies for the town. These include traffic congestion and air quality issues as well as taking into account the extensive areas of land liable to flooding surrounding the town. Although there is potential for the redevelopment of some brownfield land in the town centre, these are mostly relatively small in scale and therefore have not been identified within the draft Local Plan. However, opportunities within the town centre for redevelopment are encouraged in principle, subject to meeting policy requirements, and should be identified in the revised Leominster Neighbourhood Development Plan (NDP). Being non-strategic, however, these potential sites will not provide enough housing to meet the housing requirement for Leominster up to 2041 and there is a requirement to allocate additional land for housing and employment as set out in the LEOM policies below.

The following infographic provides an overview of facts and figures about Leominster.

Figure 26: Leominster key facts

### Total Population



**11,192**  
(ONS, census 2021)

### Total No. of households



**5,106**  
Households  
(ONS, census 2021)

### Age Profile



**1,903**  
(17%)  
Aged 0-14



**6,491**  
(58%)  
Aged 15-64



**2,798**  
(25%)  
Aged 65+

(ONS, census 2021)

### Travel to work



**64%**  
Vehicle



**2%**  
Bus or  
Train



**1%**  
Other



**18%**  
Walk or  
Cycle



**15%**  
Work  
from  
home

(ONS, census 2021)

### Employment

**27%**  
Employed in production,  
including manufacturing



**30%**  
Employed in distribution,  
transport, accommodation  
& food



**36%**  
Employed in public  
administration, education  
& health

**4%**  
Employed in business  
services activities

**4%**  
Employed in other areas

(ONS, census 2021)

### NDP Status



[Neighbourhood  
Development Plan](#)  
made 22 March 2019

### Carbon Footprint



**13.9t CO2e\*** per-household  
territorial footprint.

\*carbon dioxide equivalent  
(a number of different gasses  
collectively as a common unit)  
[Community carbon calculator](#) 2021

### Deprivation Levels



Not deprived: **42%**  
Deprived in 1 area: **36%**  
Deprived in 2 areas: **16%**  
Deprived in 3 areas: **5%**  
Deprived in 4 areas: **0.37%**

(ONS, census 2021)

### Public Transport



Train station with routes  
running between Hereford,  
Shrewsbury, Cardiff and  
Manchester.

Hourly town bus service to  
Barons Cross and two  
hourly elsewhere. Two  
hourly service to Hereford  
and additional services to  
Ludlow. Also served by  
taxis.

### Residential Planning Statistics



Herefordshire commitments  
for granted planning  
permissions at April 2023:  
**399 dwellings**

**Building Rates:** over past  
11 years on average **23**  
dwellings built per annum

**Air Quality  
Management Area  
(AQMA)**  
at the Bargates  
junction.

Taking all these factors into account, the strategy seeks to encourage the sustainable growth of Leominster by providing housing and employment opportunities whilst at the same time helping to minimise carbon emissions and enabling the local community to live more active and healthy lifestyles. The main focus for new housing will be delivered through a strategic allocation to the south of the town as set out in Policies LEOM1 and LEOM2.

## **Policy LEOM1: Strategic development for Leominster**

Leominster will accommodate a minimum of 800 new homes during the plan period. Of these, 200 new homes will be provided on a strategic housing site to the south of the town in accordance with Policy LEOM2.

The remaining new homes will be delivered through existing commitments, future windfall developments and non-strategic allocations in the Leominster Neighbourhood Development Plan.

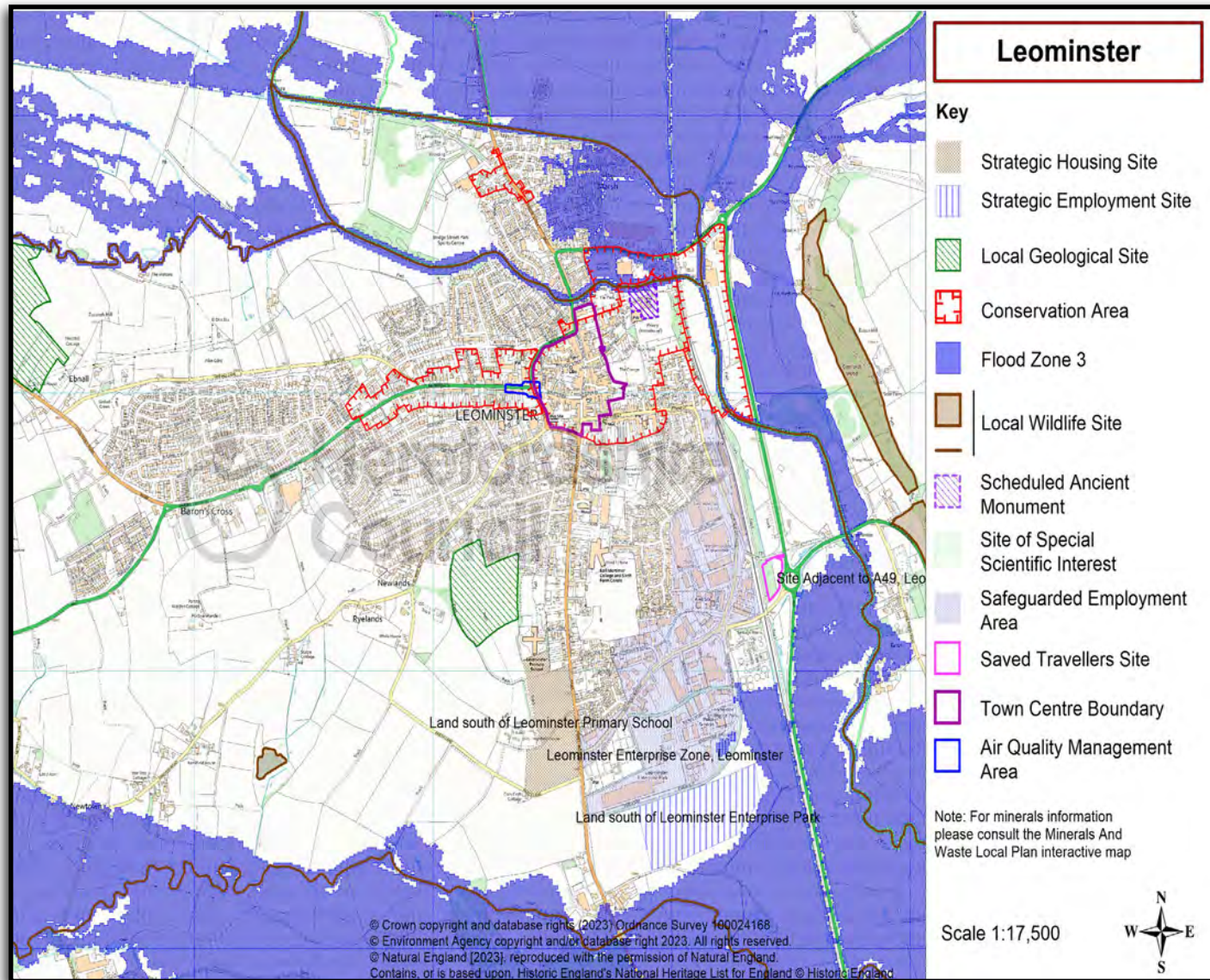
To complement the housing, around 20 hectares of additional employment land will be delivered in Leominster. 10 hectares of this will be provided as an extension to the Leominster Enterprise Park in accordance with Policy LEOM3. Further employment land will be met through existing commitments and smaller sites identified in the Neighbourhood Development Plan.

In addition to the requirements of other Local Plan policies, new development proposals in Leominster will be supported where they:

1. Maintain and strengthen the vitality and viability of the town centre as a retail and leisure destination. The retail boundary, as identified in the Key Diagram, outlines the boundary of the town centre. Future retail proposals outside the town centre boundary will be subject to a retail impact assessment, to identify any potential adverse effects on the town centre's independent retailers and traders;
2. Demonstrate that proposals reflect, and are sympathetic to, the special character and distinctiveness of Leominster's historic town centre, Conservation Areas and wider urban area. Development proposals must also demonstrate that they align with the Leominster Design Code;
3. Ensure that development does not exacerbate air quality conditions and congestion particularly within the designated Air Quality Management Area at Bargates;
4. Safeguard, enhance and extend access to green and blue spaces and networks for active travel along the dismantled railway, River Lugg, River Kenwater and Public Rights of Way to the surrounding countryside.
5. Make provision in appropriate locations for urban greening and tree planting within and surrounding Leominster; and
6. Minimise impacts upon the local transport network in and around Leominster through careful location and design. Furthermore, they should offer access to a choice of transport modes, in accordance with Policy CC1.



Figure 27: Key diagram for Leominster



## New homes requirement

As of April 2023, around 560 of the overall housing target in Leominster had been met through housing completions and outstanding planning permissions. The following table provides an assessment of how the Local Plan target of 800 dwellings over the plan period can be achieved. In addition, it estimates the housing which will come forward on windfall sites during the plan period and includes a lapse rate and additional buffer to take account of any shortfall. The Leominster growth target is 280.

**Table 11: Leominster housing requirements**

<b>Leominster growth strategy</b>	<b>800</b>
Windfall allowance	147
Existing commitments at 2023	399
Built 2021 - 2023	18
NDP allocations without planning permission	0
<b>Total accounted for</b>	<b>564</b>
<b>Residual growth target</b>	<b>236</b>
5% lapse rate on commitments not started	20
10% buffer (10%)	24
<b>Leominster growth target</b>	<b>280</b>

## **Policy LEOM2: Land south of the Primary School**

Land to the south of Leominster Primary School will bring forward a master-planned sustainable development. Development of this site is required to:

### **Housing requirements:**

1. Deliver around 200 new homes at an average density of up to 35 dwellings per hectare, comprising a mix of market and affordable house sizes and types in accordance with Policy BC1 and reflect the needs identified in the latest version of the Herefordshire Housing Market Area Needs Assessment;
2. Meet an affordable housing target of a minimum of 15%;
3. Meet a target of a minimum of 5% of the dwellings being made available as dedicated serviced plots for self or custom build housing in accordance with Policy BC3;

### **Access:**

4. Provide a permeable site layout with direct and recognisable routes for walking, wheeling and cycling and ensure good active links into Leominster town;
5. Provide Transport Assessments, Travel Plans, Environmental Statements and other supporting documents to ensure that the impact on the existing strategic road network and its junctions will not result in any detrimental impact to its safe operation. Suitable junction capacity assessments and appropriate levels of mitigation will be required;

### **Community:**

6. Make financial contributions to education provision;
7. Provide a Health Impact Assessment with the planning application, to ensure that the health and wellbeing of future residents is maximised;

### **Design and open space:**

8. Use sympathetic design and provide landscape mitigation measures to protect the setting of Cockcroft Hill and to respect its position as a gateway to the town;
9. Design the site layout and use landscape buffers to avoid a hard urban edge and to minimise impacts on the rural context of nearby heritage assets;

10. Limit development heights to link in with surrounding development and to protect the setting of the town;
11. Provide a comprehensive Sustainable urban Drainage System (SuDS) which includes measures such as rain gardens and swales to manage ground and surface water drainage and safeguard against any increased flood risk;
12. Deliver a master-planned landscape-led approach that is designed to be cohesive and well-integrated into the adjoining environment, in accordance with the Leominster Design Code;
13. Designed in a way to link in to a future sustainable urban extension and associated road infrastructure if required in the longer term;
14. Proposals for biodiversity net gain (BNG) must be provided as part of the development. The layout and siting of the scheme should avoid any negative impact on biodiversity. The site must deliver 20% BNG, as measured by the statutory biodiversity metric, which should preferably be located within or adjacent to the development site. If demonstrably not practical to deliver the required level of BNG on-site, details of a suitable and appropriate off-site solution for the remaining net gain should be provided, or, as a last resort, statutory biodiversity credits should be purchased. For significant on-site gains, and all off-site gains, BNG must be maintained for at least 30 years after completion;

**Air quality:**

15. Provide an air quality impact assessment to ensure that the development will not exacerbate air quality issues;

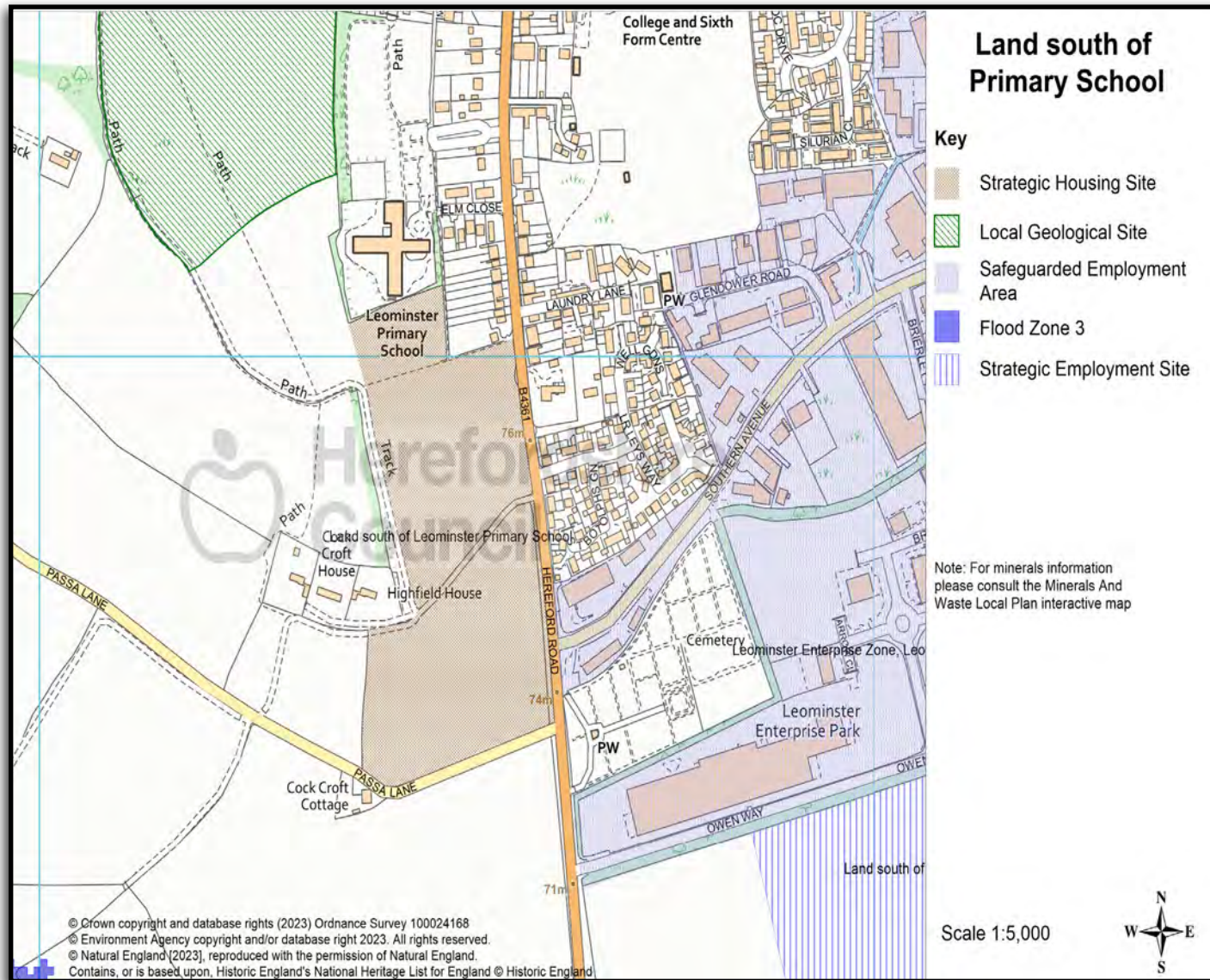
**Nutrient neutrality:**

16. Demonstrate achievement of nutrient neutrality;

**Heritage assets:**

17. Evaluate the archaeological importance of the area in order to ensure appropriate protection of heritage assets and inform the detailed development proposals; and
18. Include appropriate design based mitigation measures to ensure that the settings of nearby heritage assets are safeguarded.

Figure 28: Land south of the Primary School



## **Housing**

The target of 280 is considered appropriate for Leominster given issues surrounding viability and affordable housing provision. Approximately 200 of these houses will be located at Land south of the Primary School as set out in Policy LEOM2. The remaining 80 dwellings is considered to be an achievable number to come forward as allocations in the revised Neighbourhood Development Plan. This 280 dwellings is in addition to the 399 dwellings that have planning permission but have not yet been built, referred to as 'commitments', and any windfalls (i.e. small sites that come forward that are not allocated in any plan) for which an allowance has been made. The delivery of windfalls will be monitored on an annual basis to determine whether these are being achieved.

A masterplan will be required for this site that takes into account its surrounding area.

It is important to clearly understand the impact of any additional proposed housing and associated increase in traffic on the air quality within the Air Quality Management Area (AQMA). Therefore, air quality assessments will be required for the allocation in LEOM2 and other developments in Leominster to support planning applications in order to demonstrate the impact of new developments on the AQMA and air quality in general.

## **Movement**

New development in Leominster must ensure accessibility to the town centre and surrounding countryside by means other than private vehicles and promote active travel through safe pedestrian and cycle links into town. This will encourage people to walk or cycle for shorter journeys thereby easing traffic congestion reducing carbon emissions and improving people's health and wellbeing. Every available measure should be taken to ensure new development does not increase traffic congestion or worsen air quality in the town. For example, secure bicycle parking should be provided close to where people live in the town centre, to encourage more people to cycle for short trips into town.

Wherever possible, active travel routes should be lined with species-rich berry-bearing shrubs and pollen and nectar-rich flowers through creating wildflower-rich grassy margins to create edible and pollinator pathways.

With the current constraints within and around the town, areas for future growth are quite limited. There is a need to ensure that any future development in the adjacent areas beyond the plan period address each other positively in terms of the design and layout and that connectivity and cohesion is achievable. Therefore future-proofing of the site and its surroundings that goes beyond the plan period will be an important factor. Connections and provision for all modes of transport will be necessary to ensure there are no adverse impacts on local roads and routes.

## **Community facilities and open space**

The development should be supported by the appropriate levels of green infrastructure, public open space and food growing areas to serve the proposed development. Such provision will make important contributions to the built environment. The public open space provision provides an opportunity for the creation of new habitats to enhance biodiversity. This can include the use of native planting and the creation of 'green corridors' across the site, and linking to green infrastructure beyond the site.

Contributions will be required from the developer towards the costs of education provision.

## **Landscape and heritage**

The proposed site sits to the south of the primary school, west of the Hereford Road (B4361) and is at the southern entrance to the town. It is recognised that this is a prominent site with the land rising towards Cockcroft Hill. Therefore it will be important that any planning application for the site includes careful and sensitive design to reduce any harm to the landscape.

The type and extent of archaeological works should be set out in a Written Scheme of Investigation and agreed upon with Herefordshire Council's Archaeological Advisor as required. It must be noted that the presence of as yet unknown archaeological material within the site may affect developable areas of the site.

The Heritage Impact Assessment (HIA) for this site identifies that this site is a contributor to the setting of the town and this should be borne in mind when working up a scheme. The HIA sets out a number of recommendations in this respect including that heights of the development should be limited where possible and for tree screening on the western and southern boundaries in particular to minimise impacts of the development on the rural settings of listed buildings and the surrounding area.

## **Town centre vitality**

The town centre boundary for Leominster has been identified through recommendations in the [Town Centre and Retail Assessment](#) 2022 and is detailed within Figure 27 Key diagram for Leominster. Policy PE3 addresses criteria for development within these allocated boundaries. No additional requirement for retail units had been identified, therefore the priority should be to reoccupy existing vacant floor space within the town centre.

A review of these boundaries may be undertaken as part of the Leominster Neighbourhood Development Plan, where appropriate, but should take into account recommendations within the Town Centre and Retail Assessment (2022).

## **Minerals safeguarding**

Part of the site lies within a Minerals Safeguarding Area, as identified in the emerging Herefordshire Minerals and Waste Local Plan (MWLP), which is in the late stages of preparation, with adoption anticipated in early 2024. Development proposals should ensure that they comply with Policy M2 of the MWLP.

### **Policy LEOM3: Land south of Leominster Enterprise Park**

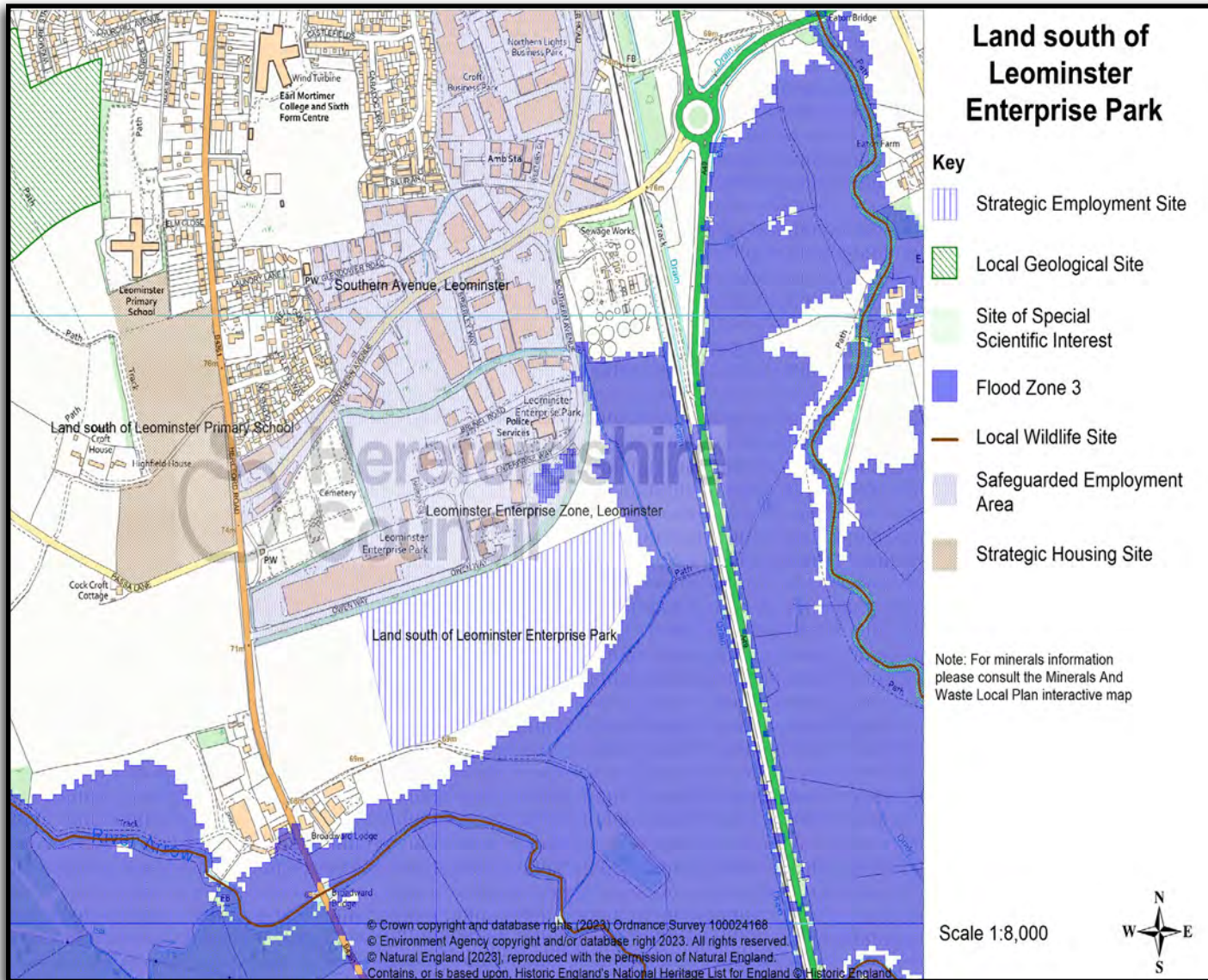
Land south of Leominster Enterprise Park is allocated for 10 hectares of employment within Use Classes B2, B8 and E(g).

Development of this site is required to:

1. Provide detailed highway access plans that accommodate all proposed uses and a travel plan for the development;
2. Include a flood risk assessment addressing the extent of flood risk at the eastern end of the site;
3. Include appropriate design based mitigation measures to ensure that the settings of nearby heritage assets are safeguarded; and
4. Undertake an initial detailed desk-based assessment to establish the potential for archaeological remains and further assessment.



Figure 29: Land south of Leominster Enterprise Park



## Employment

The [Employment Land Study](#) 2022 identifies a need for 20 hectares of employment land between 2021 and 2041. However, there is an existing supply of about 5 hectares of employment land on sites that have planning permission. This leaves a shortfall of 15 hectares.

To help meet this shortfall, a 10 hectare employment site situated south of the enterprise park is allocated in this Local Plan. The extension to the employment zone will be encouraged to be developed at an early stage in the plan period to enable economic development over the whole plan period.

The remaining requirement for 5 hectares of employment land will be identified in the revised Neighbourhood Development Plan and/or come forward as windfall development of smaller sites to meet the demand for smaller businesses. This could include a Leominster Incubation Hub to provide co-working and start up space in the town. The [Leominster Market Town Investment Plan](#) identifies three sites that are options for the Incubation Hub and these can be considered as part of the revised Neighbourhood Development Plan.

It is important to clearly understand the impact of any additional employment areas and associated increase in traffic on the air quality within the Air Quality Management Area (AQMA). Therefore, air quality assessments will be required for the allocation in LEOM3 in order to demonstrate the impact of new developments on the AQMA and air quality in general.

## Heritage

Neither the site itself nor the surrounding area has undergone any formal archaeological evaluations. Given the range of historical assets recognised to the west, there is potential for further unidentified heritage assets. A Heritage Impact Assessment (HIA) identified a high risk in relation to the setting of nearby listed buildings. It consequently recommends a number of design based mitigation measures to help protect these settings. It recommended limiting heights of development to be in line with the lower heights on the southern edge of the existing Leominster Enterprise Park, including tree screening along the western boundary of the site, while retaining the treeline to the south and thorough desk-based assessments to determine the archaeological potential.

## Biodiversity net gain

The proposed employment land allocations will be expected to deliver biodiversity net gain in accordance with Policy EE1.

## Minerals safeguarding

Part of the site lies within a Minerals Safeguarding Area, as identified in the emerging Herefordshire Minerals and Waste Local Plan (MWLP), which is in the late stages of preparation, with adoption anticipated in early 2024. Development proposals should ensure that they comply with Policy M2 of the MWLP.



**Ross on Wye**

Ross on Wye is located in the south east of Herefordshire, on the River Wye, close to the border with Gloucestershire. Although the town does not have a railway station, it benefits from good road links to Gloucester and Cheltenham via the A40 to the east, Ledbury via the A449, Hereford via the A49 and Monmouth via the A40 to the south. The end of the M50, sometimes called the Ross Spur, lies to the east of the town and links up with the M5 motorway. The town has a population of 10,978 and spans an area of 343 hectares.

The town performs an important role as a service centre for the nearby rural population and is a popular tourist destination. Whilst it is an attractive place to live and work, Ross on Wye faces several significant environmental constraints that restrict future growth; the River Wye runs along the western edge of the town and floods periodically, the local road network has limited capacity and the Wye Valley National Landscape covers a significant proportion of the town and its adjoining countryside.

This strategy seeks to promote the sustainable growth of Ross on Wye, while helping to minimise carbon emissions and supporting the local community in adapting to the future impacts of climate change, taking into consideration its needs, opportunities and constraints.

The following infographic provides an overview of facts and figures about Ross on Wye.

Figure 30: Ross on Wye key facts

### Total Population



**11,000**  
(ONS, census 2021)

### Total No. of households



**5,195**  
Households  
(ONS, census 2021)

### Age Profile



**1,650**  
(15%)  
Aged 0-14



**6,270**  
(57%)  
Aged 15-64



**3,080**  
(29%)  
Aged 65+

(ONS, census 2021)

### Travel to work



**61%**  
Vehicle



**1%**  
Bus or  
Train



**1%**  
Other



**17%**  
Walk or  
Cycle



**20%**  
Work  
from  
home

(ONS, census 2021)

### Employment

**21%**  
Employed in production,  
including manufacturing



**29%**  
Employed in distribution,  
transport, accommodation  
& food



**40%**  
Employed in public  
administration, education  
& health

**5%**  
Employed in business  
services activities

**4%**  
Employed in other areas

(ONS, census 2021)

### NDP Status



[Neighbourhood  
Development Plan](#)  
made 7 June 2021

### Carbon Footprint



**14.1t CO<sub>2</sub>e\*** per-household  
territorial footprint.

\*carbon dioxide equivalent  
(a number of different gasses  
collectively as a common unit)  
[Community carbon calculator](#) 2021

### Deprivation Levels



Not deprived: **44%**  
Deprived in 1 area: **38%**  
Deprived in 2 areas: **15%**  
Deprived in 3 areas: **3%**  
Deprived in 4 areas: **0.15%**

(ONS, census 2021)

### Public Transport



Two regular around town  
services. Regular hourly  
services to both Hereford  
and Gloucester.

Two hourly service to  
Newent and Monmouth.

Nearest train station is  
Ledbury 15 miles away.

### Residential Planning Statistics



Herefordshire commitments  
for granted planning  
permissions at April 2023:  
**594 dwellings**

**Building Rates:** over past  
11 years on average **51**  
dwellings built per annum

Taking all of these factors into account, the strategy seeks to promote the sustainable growth of Ross on Wye by providing housing and employment opportunities whilst at the same time helping to minimise carbon emissions and enabling the local community to live more active and healthy lifestyles. The main focus for housing, together with supporting facilities and services will be through an urban expansion to the east of the town as set out in Policies ROSS1 and ROSS2.

## **Policy ROSS1: Strategic development for Ross on Wye**

Ross on Wye will accommodate a minimum of 1,800 new homes during the plan period. Of these, 1,000 new homes will be provided in a strategic mixed use site to the east of the town in accordance with policy ROSS2.

The remaining new homes will be delivered through existing commitments and future windfall developments, as well as through the Ross on Wye Neighbourhood Development Plan.

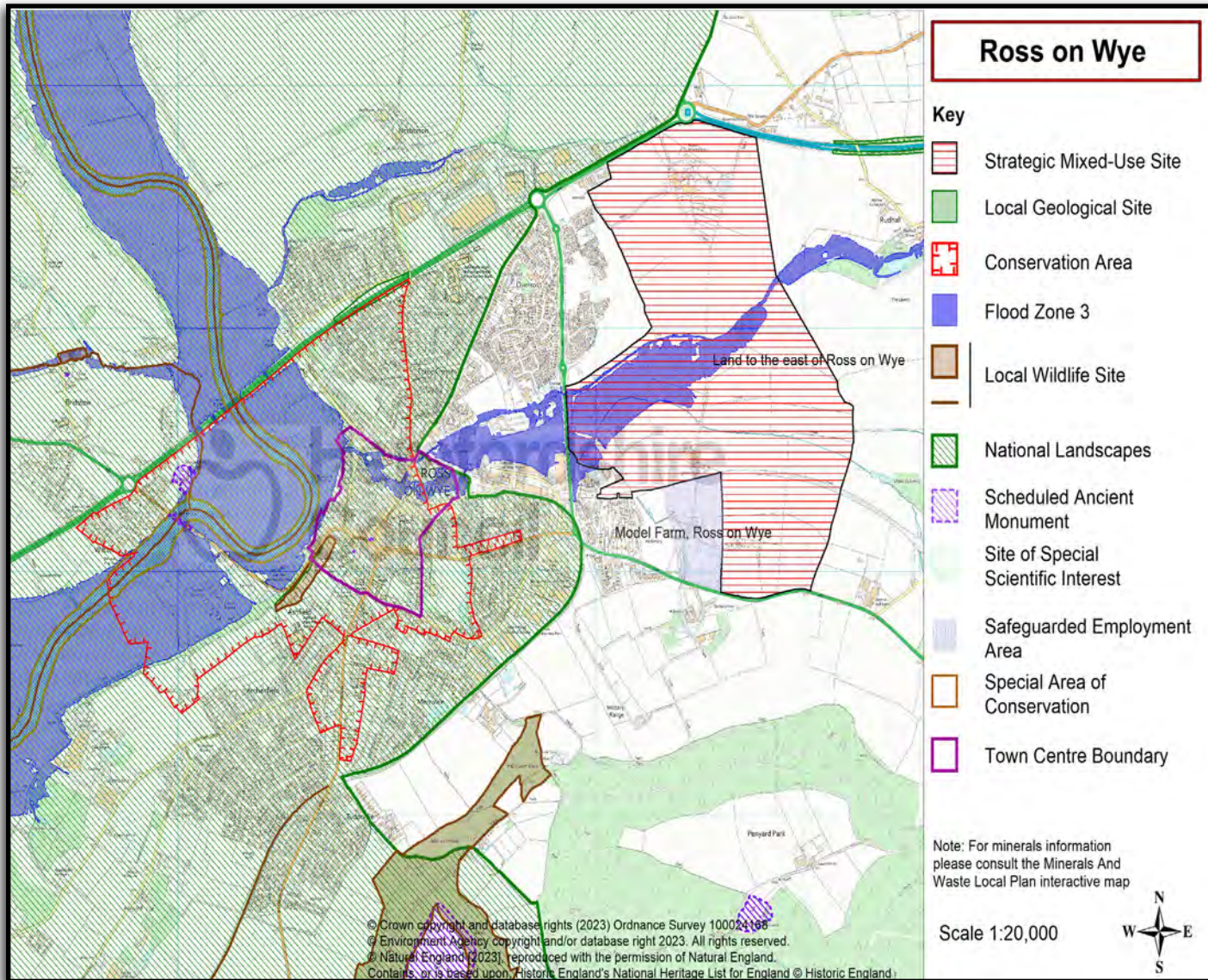
To complement the housing growth, a minimum of 35 hectares of new employment land is expected to be delivered within this plan period to support future employment needs. The majority of employment land (33 hectares) will be concentrated at Land to the east of Ross on Wye. Further employment land to meet the overall requirement will be met through existing commitments and smaller sites identified in the Neighbourhood Development Plan.

A new road will be constructed, linking the Travellers' Rest roundabout (Ross Spur), to the north west of the town, with the A40 to the east of Hildersley, in association with the urban extension under policy ROSS2.

In addition to the requirements of other Local Plan policies, new development proposals in Ross on Wye will be supported where they:

1. Strengthen and safeguard the vitality and viability of Ross on Wye town centre as a retail and leisure destination, paying particular regard to its healthy comparison goods offer. The retail boundary, as identified in the Key Diagram, outlines the boundary of the town centre. Future retail proposals outside the town centre boundary will be subject to a retail impact assessment (see Policy PE3) to identify any potential adverse effects on the town centre's independent retailers and traders;
2. Demonstrate that proposals reflect, and are sympathetic to, the special character and distinctiveness of Ross on Wye's historic town centre, Conservation Area and wider urban area. Development proposals must also demonstrate that they align with the Ross on Wye Design Code;
3. Safeguard, enhance and extend access to green and blue networks and spaces, for active travel along the Town & Country Trail, River Wye, Rudhall Brook and Public Rights of Way to the Wye Valley National Landscape and nearby woodlands. Make provision in appropriate locations for urban greening and tree planting within and surrounding Ross on Wye; and
4. Minimise impacts upon the local transport network in and around Ross on Wye through careful location and design. Furthermore, they should offer access to a choice of transport modes, in accordance with Policy CC1. All developments must ensure accessibility towards the town centre, and nearby community facilities, for pedestrians and cyclists, on site and through developer contributions towards off-site provision.

Figure 31: Key diagram for Ross on Wye



## New homes requirement

As of April 2023, around 860 of the overall housing target in Ross on Wye had been met through housing completions and with outstanding planning permissions. The following table provides an assessment of how the Local Plan target of 1,800 dwellings over the plan period can be achieved. In addition, it estimates the housing which will come forward on windfall sites during the plan period and includes a lapse rate and additional buffer to take account of any shortfall. The Ross on Wye growth target is around 1,050.

**Table 12: Ross on Wye housing requirements**

<b>Ross on Wye growth strategy</b>	<b>1,800</b>
Windfall allowance	78
Existing commitments at 2023	594
Built 2021 - 2023	161
NDP allocations without planning permission	28
<b>Total accounted for</b>	<b>861</b>
<b>Residual growth target</b>	<b>939</b>
5% lapse rate on commitments not started	26
10% buffer	94
<b>Ross on Wye growth target</b>	<b>1,059</b>



## Housing

The strategic housing requirement for Ross on Wye is a minimum of 1,800 new homes over the period up to 2041. Taking into account both existing planning permissions for new dwellings and those that have already been built since the start of the Local Plan period and an assessment of windfalls, together with an indicative lapse rate and a buffer, the residual number of homes to be built amounts to approximately 1,060 (as at April 2023). It should be noted that the land allocated in this Local Plan is potentially larger than would be needed over this plan period.

At the time of writing, the [Herefordshire Housing Market Area Needs Assessment](#) (HMANA) (2021) provides the latest evidence on housing need for the county. Its (or its latest equivalent) findings should be used to determine the appropriate mix of housing types, sizes, tenures and the number of affordable homes to be provided as part of future development schemes. The HMANA 2021 states that there is a demand for 3-4 bedroom properties, bungalows and self-build plots in Ross on Wye. Proposals on sites for more than ten dwellings that have a maximum combined gross floor space of more than 1,000m<sup>2</sup> will be expected to meet a target of 35% affordable housing provision.

## Movement

New development in Ross on Wye must ensure accessibility to the town centre, schools and the surrounding countryside by providing a choice of travel options, such as by ensuring active travel links to key local destinations. This will encourage people to walk and cycle for shorter journeys, thereby easing traffic congestion, reducing carbon emissions and improving people's health and wellbeing. Every available measure should be taken to ensure that new development does not increase traffic congestion or worsen air quality in the town. For example, secure bicycle parking should be provided close to where people live and in the town centre, to encourage more people to cycle for short trips into town.

## Employment

The [Provision of Employment Land Requirements](#) (2022) report highlights a need for a minimum of 35 hectares of new employment land in Ross on Wye over the plan period. New development will therefore be required to contribute towards the supply of employment land and/or facilities to meet this demand. Demand for employment land in the town over the plan period will be for a broad range of B2/B8 unit sizes; from start-up units to mid and larger manufacturing and logistics. The proposed employment land allocations will be expected to deliver biodiversity net gain in accordance with Policy EE1.

## Town centre vitality

Ross on Wye has a thriving town centre, within which the shop vacancy rate has declined substantially in recent years; from 16% in 2012 to 7.4% in 2022. 'Comparison goods' refer to products which are usually of higher value and purchased infrequently, such as vehicles, household goods or clothing.

The town centre boundary for Ross on Wye has been identified through recommendations in the Town Centre and Retail Assessment 2022 and is detailed within Figure 31: Key diagram for Ross on Wye. Policy PE3 addresses criteria for development within these allocated boundaries. No additional requirement for retail units had been identified, therefore the priority should be to re-occupy existing vacant floor space within Ross on Wye's town centre.

A review of the town centre boundary may be undertaken as part of any future update to the adopted Ross on Wye Neighbourhood Development Plan. This should take into account the recommendations set out in the Town Centre and Retail Assessment (2022), or as updated.

To protect the vitality and viability of the town centre, proposals for new edge of centre and out of centre retail and leisure development over 300m<sup>2</sup> will be subject to an impact assessment to determine whether there could be any adverse impacts on the town centre.

## **Leisure and sports facilities**

The Ross on Wye [Market Town Investment Plan](#) suggests that a number of the town's leisure facilities are dilapidated and in need of improvement. New development will be required to contribute towards the improvement of existing facilities. The [Playing Pitch & Outdoors Sports Strategy Assessment](#) (2022) highlights the need for new sports pitches for Ross on Wye Sports Centre and Ross Juniors Football Club; a 3G pitch; and improved capacity for Ross on Wye Rugby Football Club. Therefore, new development is also required to contribute towards this identified need.

## **Green and blue infrastructure**

Green and blue infrastructure can help urban areas to stay cool during hot weather, provide permeable ground to soak up water thus helping to prevent flash flooding during periods of heavy rainfall, provide valuable wildlife habitats, and be combined with active travel routes to encourage people to use them.

It is essential that new development considers well-designed, multifunctional green and blue infrastructure from the outset and connects new green infrastructure with existing green corridors and links. In Ross on Wye, these include; along the Rudhall Brook, the Town & Country Trail in the south of the town and along the A40 linking Hildersley to the north of the town.

## **Policy ROSS2: Land to the east of Ross-on-Wye**

Land to the east of Ross on Wye will deliver a master-planned, mixed-use sustainable urban extension, which will be expected to meet the requirements of Local Plan policies and will be expected to deliver:

### **Housing requirements:**

1. A minimum of 1,000 new homes, at an average density of up to 35 dwellings per hectare, comprising a mix of market and affordable house sizes and types in accordance with Policy BC1 and reflect the needs identified in the latest version of the Herefordshire Housing Market Area Needs Assessment;
2. 35% of the total number of dwellings must be affordable homes;
3. A minimum of 5% of the dwellings being made available as dedicated serviced plots for self or custom build housing in accordance with Policy BC3;
4. Incorporate accommodation that will meet the needs of older persons, including the provision of bungalows;

### **Employment:**

5. A minimum of 33 hectares of employment land, which should be well located in respect of access to the strategic road network;

### **Access:**

6. New road infrastructure linking the Travellers' Rest roundabout to the north west of the town with the A40 to the west of Hildersley. An area of land along the whole length of the eastern boundary of the urban extension should be safeguarded for the new road, as an integral part of the masterplanning of the site. Provision for segregated cycle and pedestrian routes must be incorporated into the design of the road. Transport Assessments, Travel Plans, Environmental Statements and other supporting documents must be provided to ensure that the impact on the existing strategic road network and its junctions will not result in any detrimental impact to its safe operation. Suitable junction capacity assessments and appropriate levels of mitigation will be required;
7. Good quality, attractive and well lit active travel links towards the town centre, employment sites, community facilities and surrounding countryside, including towards the Town & Country Trail. Such links should include safe crossings for pedestrians and cyclists at the A40, providing a continuous link from/towards the town centre. Where active travel routes cross the existing floodplain, they must be raised above predicted water levels during a flood event, taking into account the future impacts of climate change. Active travel routes should be integrated with multifunctional green and blue infrastructure, wherever possible. Before route improvements can be made/new links can be created, a ground conditions assessment of the planned route must be carried out;

### **Community:**

8. A multi-purpose facility for use by the community, which has the potential to include new healthcare facilities;
9. Small-scale neighbourhood retail facility to enable easy, active and safe access for day to day needs;
10. New sport and recreation facilities either on or off site;
11. Safeguard sufficient land for a one form entry primary school with early years provision and deliver that school or make additional contributions towards education provision;
12. A proportion of new homes with private residential gardens of a suitable size to allow residents to have the option of growing their own food;
13. A Health Impact Assessment, to ensure that the health and wellbeing of future residents is maximised;

### **Design and open space:**

14. High quality, on-site open space, sports and recreation facilities, allotments and a community garden;
15. Naturalised Sustainable urban Drainage Systems (SuDS), to reduce the risk of both surface-water and watercourse flooding. Development should be avoided in flood prone areas and a Surface Water Management Plan and Flood Risk Assessment must be provided;
16. Riparian tree-planting along the Rudhall Brook;
17. Tree screening and sensitive landscaping along the eastern and southern peripheries of the site;
18. New, high quality green and blue infrastructure within the development to benefit both residents and wildlife. This should provide links to the town centre, schools, local employment areas, and to Public Rights of Way on site and be in combination with developer contributions towards off-site provision, ensuring connectivity beyond the site's boundary;
19. A high quality, inclusive and master-planned landscape-led design approach, in accordance with the Ross on Wye Design Code that contributes to local distinctiveness and enhances the setting of, and avoids adverse impacts on, the adjacent Wye Valley National Landscape;

### **Habitat protection:**

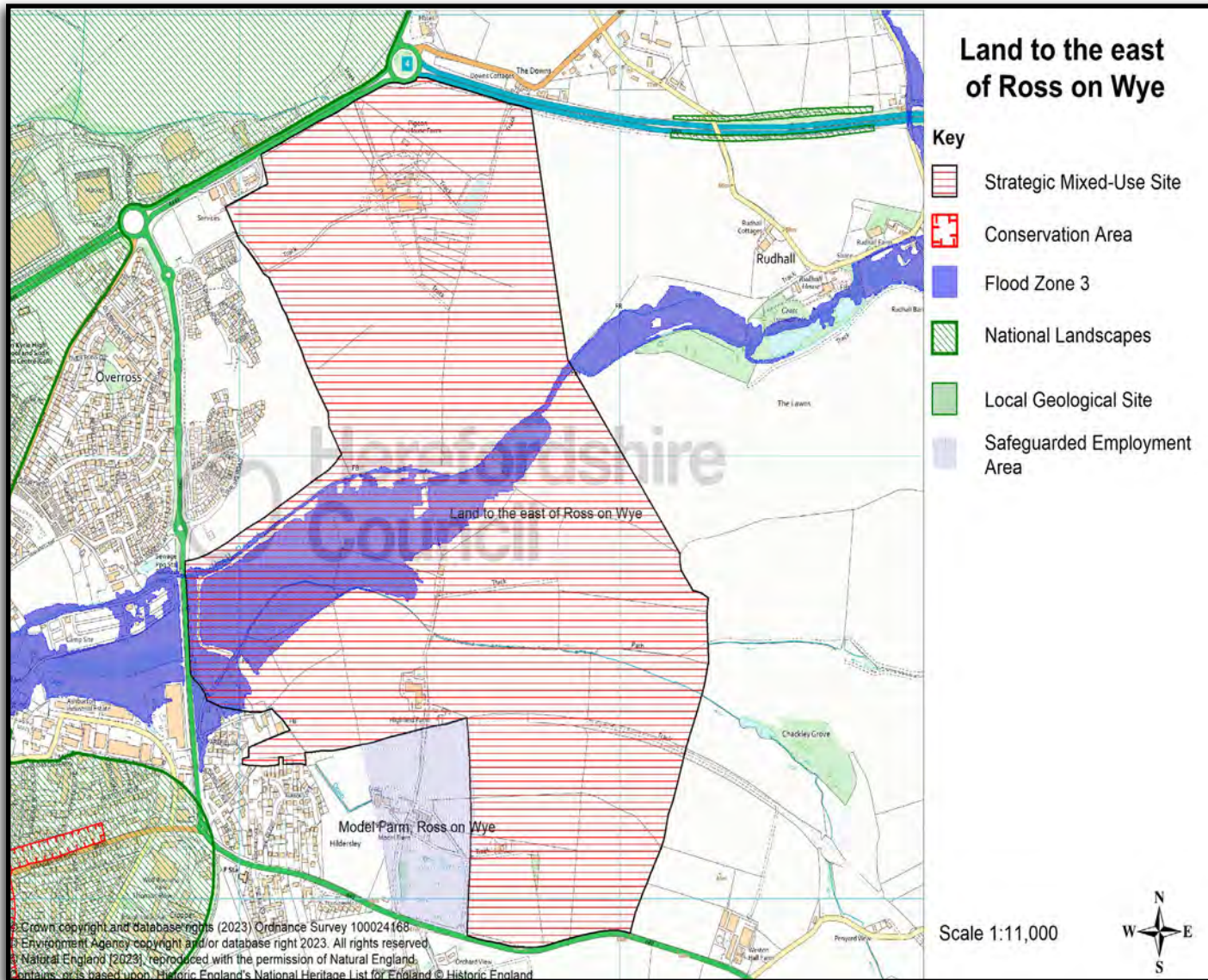
20. Conduct a Habitats Regulations Assessment (HRA) to ensure that impacts from development on habitats adjacent to the River Wye Special Area of Conservation (SAC), or its adjoining tributaries, are small-scale and unlikely to result in significant adverse effects on the SAC's integrity. The HRA should include detailed protected species surveys for otters, to determine any specific mitigation measures, such as timing of works and disturbance buffers;

21. Conduct a wintering and/or breeding bird survey to determine the site's individual and cumulative importance for these species and to inform mitigation proposals;
22. Ensure that no artificial lighting will be introduced that could have an adverse impact on qualifying fish species given that the site is located within 500m of the River Wye SAC;
23. Proposals for biodiversity net gain (BNG) must be provided as part of the development. The layout and siting of the scheme should avoid any negative impact on biodiversity. Residential development must deliver 20% BNG, as measured by the statutory biodiversity metric, and which should preferably be located within or adjacent to the development site. Commercial development must deliver at least 10% BNG. If demonstrably not practical to deliver the required level of BNG on-site, details of a suitable and appropriate off-site solution for the remaining net gain should be provided, or, as a last resort, statutory biodiversity credits should be purchased. For significant on-site gains, and all off-site gains, BNG must be maintained for at least 30 years after completion;

**Heritage assets:**

24. A proposal which demonstrates that there will be no unacceptable adverse impacts on local historic assets, including listed buildings, their settings and archaeology, through careful siting, design and appropriate mitigation; and
25. A limit on building height to 2-3 storeys at most, with height focused on areas of lower topography, below the line of tree planting on the peripheries of the site, and a proposal which avoids adverse impacts on nearby historic assets and their settings.

Figure 32: Land to the east of Ross on Wye



## Development to the east of Ross on Wye

The policies for Ross on Wye focus on delivering high quality, sustainably constructed new homes to meet housing need and support beauty and place making.

There are a number of environmental constraints which restrict development in several locations, for example flood risk associated with the River Wye. Furthermore, limited road capacity to the south and south west of the town restricts large-scale development in these areas. However, the A40 and M50 provide good road access to the north and west of the town.

Of the 16,100 new homes to be delivered across Herefordshire during the plan period, 1,800 homes are to be built in Ross on Wye at a density of up to 35 dwellings per hectare. Approximately 1,000 of these new homes will be delivered as part of the mixed use development at Land to the east of Ross on Wye. A minimum of 35% of homes delivered will be required to be affordable.

At least 33 hectares of the 35 hectares of employment land required for Ross on Wye will be delivered at Land to the east of Ross on Wye. The policy does not specify its precise location, however, it should be situated within easy access of the strategic road network.

It should be noted that not all of the allocated site, as shown on the ROSS2 policy map, will necessarily be required during the plan period. Additional land has been included to ensure sufficient space is provided for the new north-south road infrastructure on the east of the site and necessary community facilities.

Part of the urban expansion site lies within a Minerals Safeguarding Area, as identified in the emerging Herefordshire Minerals and Waste Local Plan (MWLP), which is in the late stages of preparation, with adoption anticipated in early 2024. Development proposals should ensure that they comply with the requirements of Policy M2 of the MWLP.

## Movement

It is essential that high quality, east-west off-road active travel links into the town centre are provided within easy access of all new development to the east of Ross on Wye. This is to prevent the isolation of new development from the rest of the town and congestion of the existing road network. Due to the substantial size of the site, multiple links will need to be provided to ensure equal access into the town for all residents and workers. All active travel links must be formally adopted by the Local Highways Authority. Wherever possible, active travel routes should be lined with species-rich berry-bearing shrubs and pollen and nectar-rich flowers through creating wildflower-rich grassy margins to create edible and pollinator pathways.

A ground conditions assessment is a thorough investigation and assessment of ground conditions intended to ascertain whether a site is suitable for planned development and/or infrastructure improvements. It typically includes an assessment of geology, hydrology, hydrogeology and soil conditions of a site and its surrounding area.

A new north-south link road will be required as part of the development to minimise its impact on the existing road network. It should be noted that this link road is integral to the strategic urban extension and is subject to a feasibility study. Adopted east-west road links must also be provided to improve access from the development towards the town centre.

## **Renewable/low carbon energy**

Subject to a feasibility study, there may be an opportunity to heat residential properties using waste heat from new nearby commercial buildings via an underground District Heat Network. For this to be achievable, all residential buildings will need to be designed so that they are 'connection-ready'.

## **Landscape and green & blue infrastructure**

Much of the site lies within a farmland setting, and any proposed development will need to sensitively landscape the site with high quality tree and hedgerow planting and provide multifunctional green and blue infrastructure. A green and blue infrastructure (GBI) plan which demonstrates how new GBI features 'connect up' with the surrounding landscape should be prepared as part of any proposed development to show how. Green corridors should be integrated with both existing and new active travel links, to encourage more people to use them by making them attractive. These should also provide new habitats for wildlife and pollinator-friendly planting is encouraged along all grass verges. A green corridor should be created along the Rudhall Brook leading towards the town centre.

Care should be taken to prevent any impact upon the Wye Valley National Landscape and River Wye Special Area of Conservation.

## **Healthcare facilities**

Ross on Wye has two GP surgeries, both of which are currently at capacity. Therefore, new healthcare facilities should be provided as part of the new urban expansion to the east of Ross on Wye or developer contributions will be required towards new/improved off-site facilities.

## **Community, recreation and educational facilities**

The development should incorporate a community building and neighbourhood shopping for residents.

There is an identified need for a new one form entry primary school with early years provision to be provided on site and land should be safeguarded for this purpose. In addition to the provision of the land, further contributions will also be required either in the form of S106 contributions per dwelling and/or through direct delivery of the primary school. Details of requirements will be set out in the Infrastructure Delivery Plan at a later stage in the plan process and will be subject to further viability testing. When planning for the new primary school, flexibility should be built into proposals to provide an element of future-proofing, should there be expansion needs over the next plan period. In addition, John Kyrle High School and Sixth Form Centre Academy is currently close to [capacity](#). It is therefore expected that contributions towards new or expanded off-site high school and further education facilities will be required as part of the overall contributions to education provision

There is an identified need in the Playing Pitch & Outdoor Sports Strategy Assessment Report (2022) for new and improved sports facilities in Ross on Wye. Developer contributions will therefore be sought for either on or off site provision.

The development should be supported by the appropriate levels of public open space, recreation and play areas.



## **Heritage**

Ross on Wye has as many as 150 listed buildings, the majority of which are located in the town centre Conservation Area. Any proposed development will need to be sensitively designed to reflect the historic setting of Ross on Wye, and where possible, enhance, the character of the area.

Before any development can take place on Land to the east of Ross on Wye, a desk-based study of the site and its surroundings must be completed to identify historic assets. Proposals should ensure that adverse impacts on designated assets, which include listed buildings and archaeology, are avoided, including through acceptable mitigation strategies.

## **Habitat protection**

The proximity of the Ross on Wye strategic urban extension to the River Wye Special Area of Conservation (SAC) and one of its tributaries means that checks are necessary to ensure that the proposed development does not have any adverse impacts on the SAC's integrity or on protected species within it.

Biodiversity net gain (BNG) is a way of creating and improving natural habitats and ensures that the development of Land to the east of Ross on Wye will have measurably positive impacts on biodiversity, compared to what was there before. The housing site must deliver 20% biodiversity net gain, in support of Policy EE1 for residential development. Commercial development will be expected to deliver 10% BNG in accordance with Policy EE1.



## Rural Areas

Herefordshire is a rural county, with the rural areas making up both the majority of the land and population mass. Of those, the majority live in villages that are dispersed across the county. Agriculture stands as the cornerstone of the rural economy and is of national importance given the abundant high-quality agricultural land. The rural areas feature abundant natural landscapes, habitats, and heritage, such as the Malvern Hills and Wye Valley National Landscapes. Various designations protect these assets, preserving their unique landscape, flora, and fauna.

This strategy seeks to promote sustainable growth and balance the need to protect the natural beauty and character of the rural areas by way of an updated Rural Settlement Hierarchy identifying the most sustainable locations for growth, whilst helping to minimise carbon emissions and supporting the local community in adapting to the future impacts of climate change, taking into consideration its needs, opportunities, and constraints.

The following infographic provides an overview of facts and figures about the rural areas.

Figure 33: Rural areas key facts

### Total Population



**88,065**

(ONS, census 2021)

### Age Profile



**12,329**

(14%)

Aged 0-14



**50,197**

(57%)

Aged 15-64



**25,539**

(29%)

Aged 65+

(ONS, census 2021)

### Employment

**20%**  
Employed in production,  
including manufacturing



**7%**  
Employed in business  
services activities

**20%**  
Employed in distribution,  
transport, accommodation  
& food

**8%**  
Employed in agriculture,  
forestry & fishing (5% for  
county)

**5%**  
Employed in other areas

(ONS, census 2021)

### Residential Planning Statistics



Herefordshire commitments  
for granted planning  
permissions at April 2023:  
**2,069 dwellings**

**Building Rates:** over past  
11 years on average **303**  
dwellings built per annum

### Total No. of households



**37,861**

Households

(ONS, census 2021)

### NDP Status



To date there are 113  
designated  
Neighbourhood Areas,  
92 NDPs have been  
made/adopted

### Settlement Types



217 settlements identified in  
current Core Strategy for  
proportional housing growth.

### Deprivation Levels



Not deprived: **54%**  
Deprived in 1 area: **34%**  
Deprived in 2 areas: **11%**  
Deprived in 3 areas: **2%**  
Deprived in 4 areas: **0.10%**

(ONS, census 2021)

### Public Transport



Rural areas primarily  
served by local bus  
services but these vary in  
frequency.

Only rural train station is in  
Colwall along the Ledbury/  
Hereford line.

## **Rural area housing growth requirement**

As indicated within Policy AG1 and AG2, the housing growth in the rural areas is around 5,320 dwellings during the plan period. Past rates of housing completions in the rural areas suggest that this level of growth is appropriate and achievable. Around 3,000 dwellings can be accounted for either through those completed during 2021- 2023 or existing sites with planning permission as of April 2023.

In addition, Herefordshire has over 90 made Neighbourhood Development Plans; many of which contain site allocations that have yet to be developed. In recognition of the work undertaken by Parish Councils and their communities, the intention is to continue with those allocations within the named settlements in Table 4 of the Accommodating Growth section.

An allowance has been made for existing Neighbourhood Development Plan site allocations in settlements which no longer feature in the Local Plan Rural Settlement Hierarchy. It is anticipated that those may come forward in the early part of the plan period whilst those plans are still in conformity with the existing Core Strategy and prior to the adoption of the Local Plan.

Historically rural housing has come forward on smaller sites and a significant number of rural dwellings continue to be provided with conversions or open countryside exceptions. As indicated within the National Planning Policy Framework (NPPF), a modest allowance has been made for windfalls across the wider rural areas as based on past rates.

Only 25% of the total rural requirement for the plan period 2021-2041 is required in new sites allocations either within the Local Plan or within reviewed Neighbourhood Development Plans. 57% has already been accounted for by being built since April 2021, in existing commitments or site allocations in current Made Neighbourhood Development Plans.

Therefore this plan is seeking to provide around an additional 1,000 dwellings within the settlements as identified within Table 13. A 20% buffer has been added to ensure flexibility and deliverability of the overall strategy and a 15% lapse rate has been assumed for existing commitments and NDP allocation sites. This lapse rate reflects the change in status of some settlements from the Core Strategy Rural Settlement Hierarchy to this Local Plan Rural Settlement Hierarchy where some existing commitments if lapsed may become contrary to policy under the new Local Plan policies.

## **New homes requirement**

As of April 2023, around 2,300 of the overall housing target in rural areas has been met through housing completions and with outstanding planning permissions. The following table provides an assessment of how the Local Plan target of 5,320 dwellings over the plan period can be achieved. In addition, it estimates the housing which will come forward on windfall sites during the plan period and includes a lapse rate and additional buffer to take account of any shortfall.

**Table 13: Rural housing growth requirement**

<b>Rural areas growth strategy</b>	<b>5,320</b>
Wider rural areas windfall allowance	918
Affordable housing tier allowance	150
Growth within Rural Settlement Hierarchy	4,252
<b>Existing commitments</b>	
Built 2021-23 within Rural Settlement Hierarchy	794
Existing commitments 2023 within Rural Settlement Hierarchy	1,520
Built 2021-23 within wider rural area	146
Existing commitments 2023 within wider rural area	549
NDP allocations outside new hierarchy in first 4 years (25%)	38
<b>Rural Allocations 2021-2041</b>	
Additional growth within Rural Settlement Hierarchy (policies RURA2 & RURA3)	681
Allocations in NDPs continuing	524
20% buffer	136
15% lapse rate on commitments	310
<b>Rural areas as growth target within Rural Settlement Hierarchy (minus NDP allocations)</b>	<b>1,127</b>
<b>Rural areas growth target (total including buffer and lapse rates)</b>	<b>1,651</b>

## Rural Settlement Hierarchy

The Rural Settlement Hierarchy is made up of four categories of settlements

1. Rural Hubs
2. Rural Hubs with environmental constraints
3. Service Settlements
4. Service Settlements with environmental constraints

Rural Hubs and Service Settlements provide vital roles within the rural areas not only for the settlement itself but its wider rural hinterland and surrounding smaller settlements. Further detail of how the rural settlements have been defined can be found in the Rural Settlement Hierarchy Background Paper March 2024 together with this consultation.

One of the aims of the spatial strategy is to reduce the need to travel for essential everyday services and facilities creating neighbourhoods which enable people to walk, cycle or wheel to access those facilities. By placing additional growth near schools, employment areas and public transport it increases the opportunity to reduce the use of private vehicles and encouraging healthier behaviors and thus healthy communities..

All the rural settlements have been assessed based on the availability and proximity to key rural services. The four key services determining the classification of settlements into Hubs and Service centres is the provision of:

- A primary school,
- Proximity to an employment site (within 5km) and;
- Access to public transport and
- A/B road access is also factored in

In addition to the above key services; having some of the following services also forms part of what makes a settlement more sustainable:

- Play area/sports pitch;
- Nursery/pre-school;
- Community Hall/Village Hall;
- Local village shop with/without post office;
- Public house;
- Doctors surgery; and
- Access to public EV charging.

Settlements with all four key services are classed as Rural Hubs and are to accommodate the most growth including the allocation of strategic rural housing sites in some locations.

Settlements with less than four key services, but at least one key service, are classified as Service Settlements.

It has been acknowledged that some of the Rural Hubs and Service Settlements have a number of environmental considerations which makes significant housing growth in these areas inappropriate. However, a balance has been created between ensuring growth is directed to those settlements which have a number of key services and the need to protect and enhance the environment. The Rural Hubs and Service Settlements have additional categories where specific environmental constraints with wide coverage are also factored in and these include:

- Flood Zone 3 coverage;
- Conservation Area coverage; and
- National Landscapes (formerly Areas of Outstanding Natural Beauty) coverage.

## Housing growth within Rural Hubs

### Policy RURA1: Housing growth within Rural Hubs

Housing growth will be directed to Rural Hubs and Hubs with environmental constraints in accordance with capacity and taking into account existing commitments and site allocations. Settlement boundaries and site allocations will be designated within Neighbourhood Development Plans taking account of existing levels of commitments within Rural Hubs and Hubs with environmental constraints and any required future growth.

Existing Neighbourhood Development Plan allocations in settlements listed in Table 14 & 15 will continue to be allocated during the plan period.

Rural Hubs and Hubs with environmental constraints will be required to deliver growth through strategic housing allocations and site allocations in Neighbourhood Development Plans as set out in Table 14 & 15.

Policy RURA1 sets out the strategy for growth within Rural Hubs and Rural Hubs with environmental constraints. It is important to highlight that existing allocations in made Neighbourhood Development Plan in these areas will be incorporated and carried forward in this plan.



**Table 14: Rural Hubs and their housing growth requirements**

Rural Hub	Strategic Allocation in Local Plan (Policy RURA3)	Saved Site Allocation in existing NDP	Approximate housing growth to be found in reviewed NDPs	Built and commitments at April 2023
Bartestree	60	Land adj to October Cottage, Longworth Lane; Land at Figgynut Cottage (9 dwellings in total)	10	15
Bodenham	50		30	20
Burghill/Tillington		Land opposite Burghill Golf Club (10 dwellings)	15	71
Canon Pyon	60		0	25
Clehonger			0	98
Credenhill			0	175
Kingstone			0	118
Leintwardine			10	59
Madley		Land west of Archenfield (22 dwellings)	20	62
Peterchurch			0	104
Stretton Sugwas			22	59
Weston under Penyard	50		40	9
Withington			30	12

**Table 15: Rural Hubs with environmental constraints and their housing growth requirements**

Rural Hub with environmental constraints	Strategic Allocation in Local Plan (Policy RURA3)	Saved Site Allocation in existing NDP	Approximate housing growth to be found in reviewed NDPs	Built and commitments at April 2023
Bristow/Wilton			15	21
Colwall	45	Land at Grovesend Farm (51 dwellings)		64
Coughton/Walford		Land at Cedar Grove (5 dwellings)	-5	47
Eardisley		Land at Eardisley Old Sawmills (25 dwellings)	25 if site does not come forward	33
Goodrich		Land opp Dean Swift Close; Land at Nutshell Caravan Park; Land off Springfield Road (19 dwellings)	15	5
Kingsland			15	4
Luston		Land north of Luston; Land on the Eye Road (20 dwellings)	25	8
Orleton			30	52
Wellington		Land at Mill Lane; Adjacent to Graveyard (27 dwellings)	20	2
Weobley			30	68
Whitchurch		Land adj to Yew Tree Close (10 dwellings)	0	43

## Housing growth within Service Settlements

### **Policy RURA2: Rural housing growth in Service Settlements**

Service Settlements and Service Settlements with environmental constraints will deliver housing growth to continue to sustain rural communities and services.

Settlement boundaries and site allocations will be designated within Neighbourhood Development Plans to take account of existing levels of housing commitments and future growth requirements.

Existing Neighbourhood Development Plan allocations in settlements listed in Table 16 & 17 will continue to be allocated during the plan period.

Service Settlements and Service Settlements with environmental constraints will deliver the following level of housing growth through Neighbourhood Development Plans and strategic allocations within the Local Plan.

Service Settlements, contrary to Rural Hubs do not have all four key services of a school, employment site (within 5km) and public transport and good road access. They are based on the presence of at least one key service and the other services listed previously. Again, acknowledging the environmental challenges in some of the Service Settlements, housing growth figures for Service Settlements with Environmental Constraints have been reduced to balance these constraints.

**Table 16: Service Settlements and their housing growth requirements**

Service Settlement	Built and commitments at April 2023	Saved Site Allocation in existing NDP	Approximate housing growth to be found in reviewed NDPs
Bishop Frome	23		25
Bosbury	48		0
Bredenbury	0	North of Brockington House; South of Brockington House Garage Field, Horsnett (23 dwellings in total)	0
Brimfield	48	Paddocks Orchard, Tenbury Road (20 dwellings)	0
Burley Gate	8	Land to the east of the Telephone Exchange (15 dwellings)	25
Cradley	58		0
Crow Hill/Upton Bishop	23	Land south of Spring Meadow (15 dwellings)	15
Cusop	9		20
Ewyas Harold	63		30
Gorsley	58		0
Holme Lacy	1		40
Kimbolton	6		20
Lea	66		0

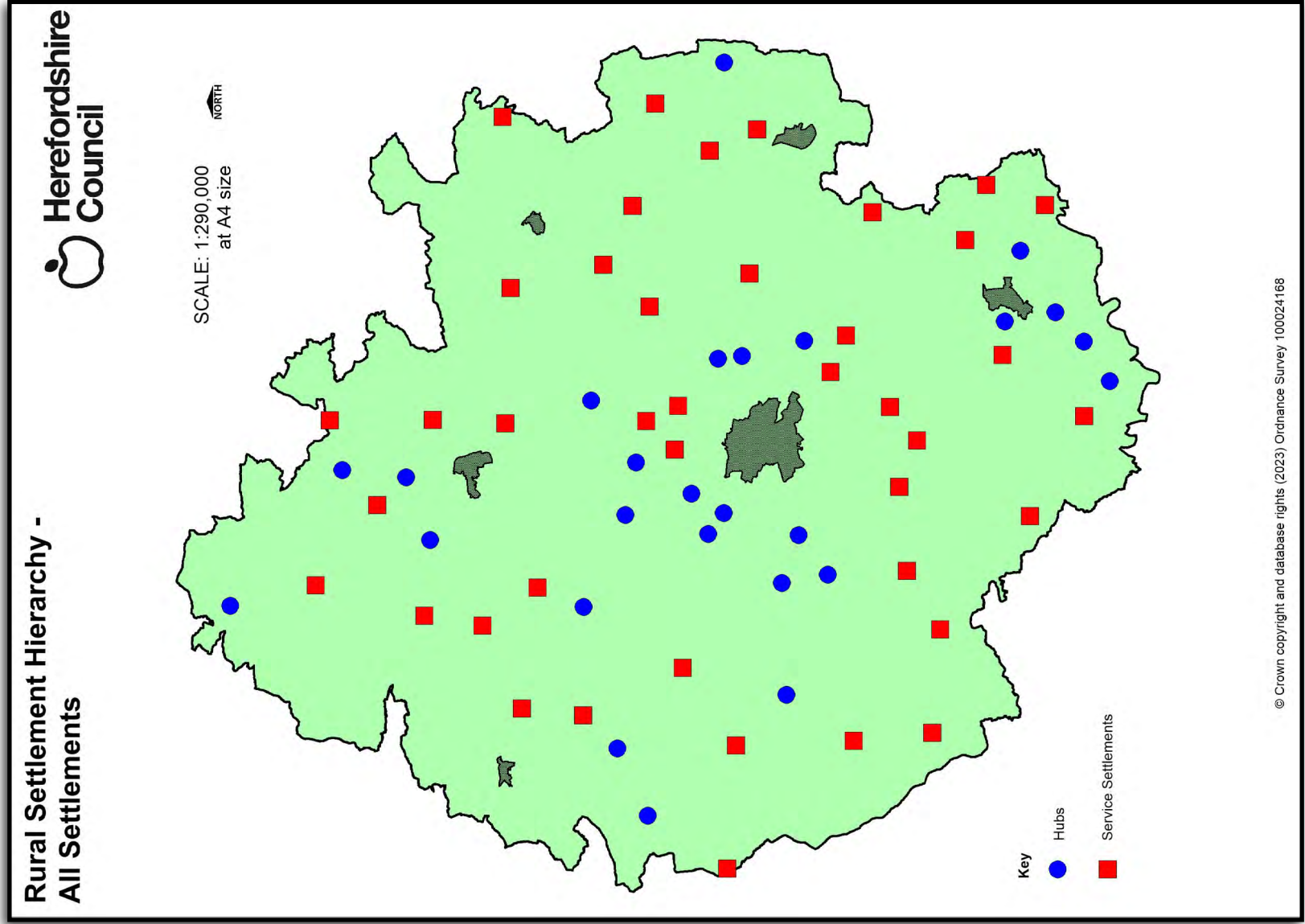
Service Settlement	Built and commitments at April 2023	Saved Site Allocation in existing NDP	Approximate housing growth to be found in reviewed NDPs
Lyonshall	39	Orchard behind Howe Terrace; Bakers Meadow; Land adj to Memorial Hall; Land opp Memorial Hall (45 dwellings in total)	0
Moreton on Lugg	80		0
Much Birch	43		15
Much Dewchurch	25		30
Shobdon	18	Land to the south of Bar Meadow; Land to the west of paddocks (12 dwellings)	30
Staunton on Wye	21		25
Stoke Cross	13	Land at Crossfield House (2 dwellings)	10
Tarrington	29	Land at School Road (6 dwellings)	20
Whitbourne	14		35
Wigmore	23	Land at Perry Field; Land at Moor View, Ford Street (28 dwellings)	0
Wormbridge	1		40

**Table 17: Service Settlements with environmental constraints and housing growth requirements**

<b>Service Settlement with environmental constraints</b>	<b>Built and commitments at April 2023</b>	<b>Saved Site Allocation in existing NDP</b>	<b>Approximate housing growth to be found in reviewed NDPs</b>
Almeley	26		15
Dilwyn	12		30
Dorstone	15		0
Fownhope	37	Land adj to Lowerhouse Gardens (10 dwellings)	10
Garway	26	Land at Little Newlands (5 dwellings)	10
Little Dewchurch	0	Land west of Field Fare (20 dwellings)	20
Llangrove	65		0
Longtown	19	Land to south east of Greyhound Close; Land north of Penbailey (30 dwellings)	0
Marden	109		0
Michaelchurch Escley	21		0
Much Marcle	8	Land at Audley Farm; Land beside Glebe Cottage; Plot between Hardwick Oaks and Audley Cottage (6 dwellings in total)	20

<b>Service Settlement with environmental constraints</b>	<b>Built and commitments at April 2023</b>	<b>Saved Site Allocation in existing NDP</b>	<b>Approximate housing growth to be found in reviewed NDPs</b>
Pembridge	13	Land to rear and south of Village hall, Bearwood Lane; Land off Manely Crescent; Land off Sandiford Plock; Land to the rear of the Old Surgery; Land at Townsend Land to the west of Manely Crescent (39 dwellings total)	20
Peterstow	13	Land at Peterstow Shop; Land at Highgrove; Land at Old High Town (12 dwellings total)	0
Stoke Prior	21		0
Sutton St Nicholas	3	Land at the Lane; Land adj to the Linnings (38 dwellings total)	0
Wellington Heath	9		0
Yarpole	26		15

Figure 34: Distribution of rural settlements





## Strategic site allocations within rural settlements

In order to achieve the rural growth strategy, strategic sites have been allocated for the following Rural Hubs. These settlements have been considered as the most appropriate due to a number of factors including level of services and facilities, existing capacity within the Housing and Employment Land Assessment and any existing levels of commitments and completions within the plan period.

Work will continue with these Parish Councils and local communities to prepare updated Neighbourhood Development Plans and/or Design Codes to guide future development of these sites.

### Policy RURA3: Strategic site allocations in the rural areas

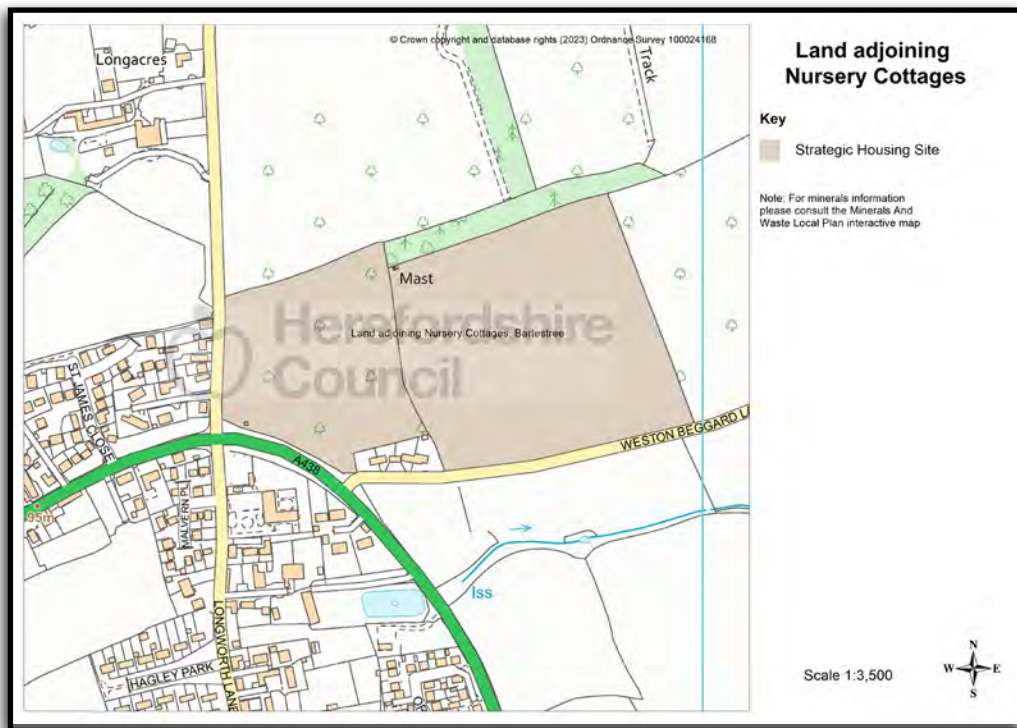
The following sites have been allocated for strategic rural housing growth:

- Bartestree, Land adjoining Nursery Cottages;
  - Bodenham, Land south of Chapel Lane;
  - Canon Pyon, Land north of Size Brook;
  - Colwall, Land west of Colwall Primary School;
  - Weston under Penyard, Land opposite playing fields.
1. In addition to the requirements of other Local Plan policies, the development of these sites will be required to have regards to the policies of the relevant Neighbourhood Development Plan and demonstrate that the proposals reflect the special character and distinctiveness of the settlement in accordance with the area Design Code.
  2. A Habitat Regulation Assessment and targeted ecological surveys will be required for proposals to safeguard physical damage and loss of habitat. Each site is expected to deliver 20% biodiversity net gain benefits in accordance with Policy EE1.
  3. All sites listed above should include a mix of market and affordable house sizes and types in accordance with Policy BC1 and reflect the needs identified in the latest version of the Herefordshire Housing Market Area Needs Assessment.
  4. The strategic rural sites will require financial contributions to education provision. The site at Weston under Penyard also requires land to be safeguarded for a one form entry primary school.

The following sites listed below includes a map and further description of the strategic sites in the Rural Areas.

## Bartestree

Figure 35: Land adjoining Nursery Cottages

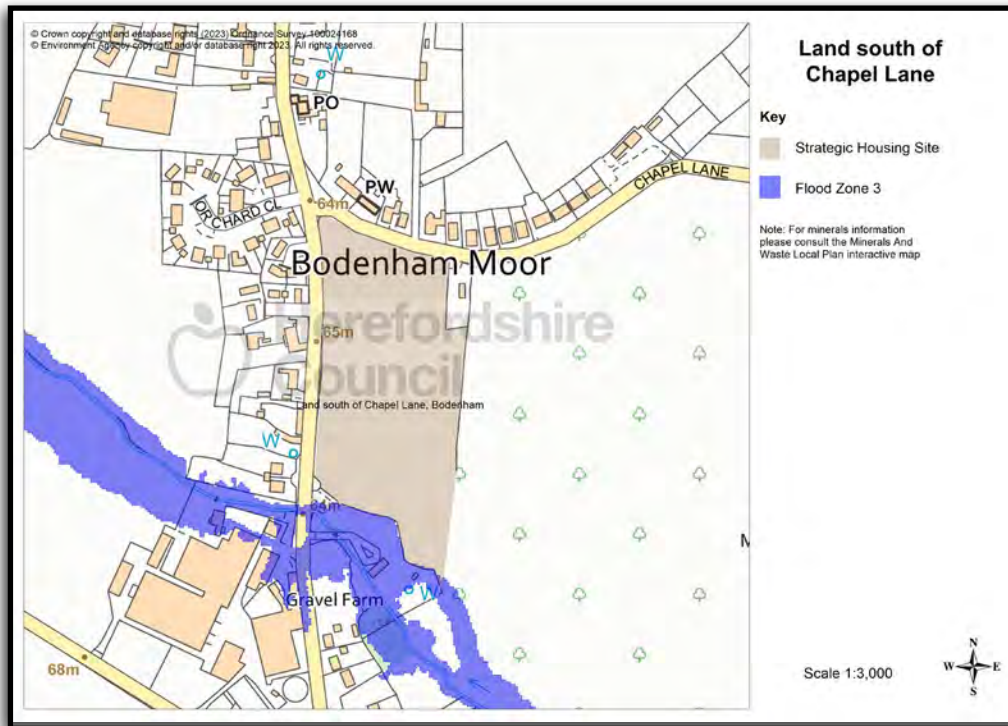


- The scheme will provide 35% affordable housing and accommodate 20% BNG.
- The scheme requires financial contributions to education provision.
- The Heritage Impact Assessment recommends for the scheme to provide a green buffer to the western edge of the site to preserve and enhance the historic setting of the Grade 2 listed houses of Longacres.
- The site should be master planned with supporting infrastructure and open space. The design, siting, massing and layout would need to be sensitively planned to reflect the rural setting.
- Vehicular access is expected to connect to the A438 via Longworth Lane, a compact traditional roundabout will be required as the site is developed to help reduce vehicular speed coming into Bartestree. Footpaths are expected to be integrated into the site to connect into the village core.
- Transport Assessments, Travel Plans, Environmental Statements and other supporting documents must be provided to ensure that the impact on the existing strategic road network and its junctions will not result in any detrimental impact to its safe operation. Suitable junction capacity assessments and appropriate levels of mitigation will be required.
- Part of the site lies within a Minerals Safeguarding Area, as identified in the emerging Herefordshire Minerals and Waste Local Plan (MWLP), which is in the late stages of preparation, with adoption anticipated in early 2024. Development proposals should ensure that they comply with Policy M2 of the MWLP.

- This site is a key opportunity to support growth in one of Herefordshire's most sustainable villages due to its high levels of services and public transport infrastructure.
- The strategic rural housing site on the eastern edge of Bartestree will accommodate up to 60 dwellings on a 3.3hectare site 25-30 dwellings per hectare.

## Bodenham

Figure 36: Land south of Chapel Lane



- The scheme will provide 35% affordable housing and accommodate 20% BNG.
- The scheme requires financial contributions to education provision.
- The site should be master planned with supporting infrastructure and open space. The design, siting, massing and layout would need to be sensitively planned to reflect the rural setting.
- Vehicular access is expected to connect to the main road west of the site, footpaths are expected to be integrated into the site to connect into the village core.
- Transport Assessments, Travel Plans, Environmental Statements and other supporting documents must be provided to ensure that the impact on the existing strategic road network and its junctions will not result in any detrimental impact to its safe operation. Suitable junction capacity assessments and appropriate levels of mitigation will be required.
- Part of the site lies within a Minerals Safeguarding Area, as identified in the emerging Herefordshire Minerals and Waste Local Plan (MWLP), which is in the late stages of preparation, with adoption anticipated in early 2024. Development proposals should ensure that they comply with Policy M2 of the MWLP.
- The Heritage Impact Assessment recommends for the scheme to include mitigation measures, view testing and carry out archeological investigations to minimise impact on views and setting of the nearby listed building to the north of site.

- This site is an important opportunity to support growth in one of Herefordshire's most sustainable villages due to its high levels of services and public transport infrastructure.
- The strategic rural housing site to the south of Chapel Lane, south of Bodenham Moor will accommodate up to 50 dwellings on a 2.9 hectare site 25-30 dwellings per hectare.

## Canon Pyon

**Figure 37: Land north of Size Brook**

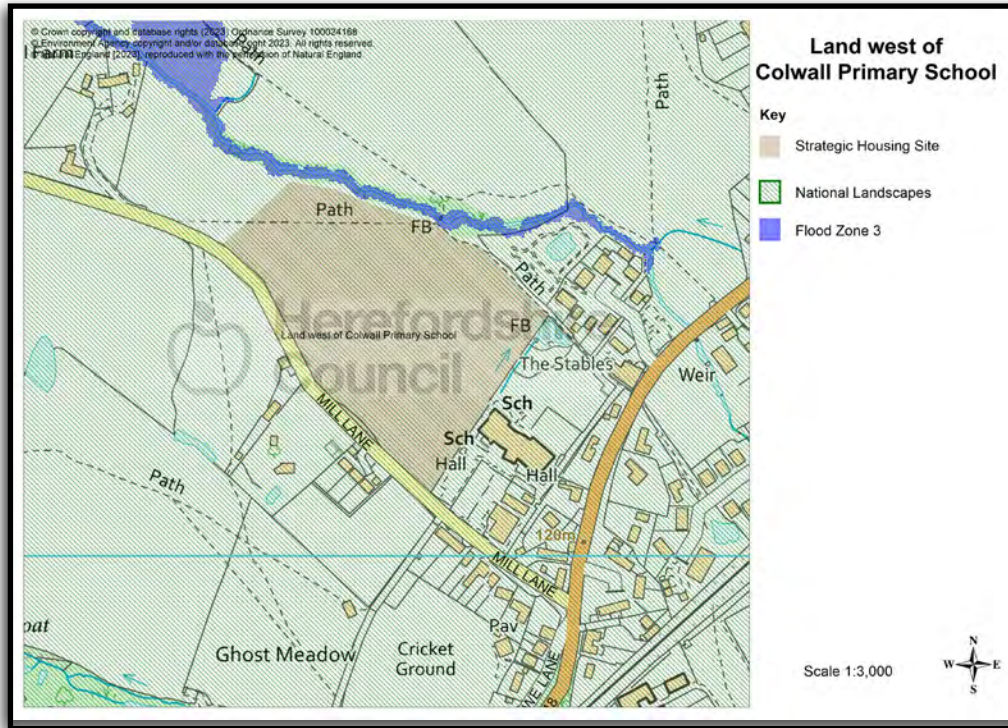


- This site is a key opportunity to support growth in one of Herefordshire's most sustainable villages due to the high levels of services and public transport infrastructure.
- The strategic rural housing site situated to the south east of Canon Pyon will accommodate up to 60 dwellings on the 4.2 hectare site 25-30 dwellings per hectare.

- The scheme will provide 35% affordable housing and accommodate 20% BNG.
- The scheme requires financial contributions to education provision.
- The site should be master planned with supporting infrastructure and open space. The design, siting, massing and layout would need to be sensitively planned to reflect the rural setting.
- The site frontage should be open, vehicular access is expected to connect to the Roman Road.
- Transport Assessments, Travel Plans, Environmental Statements and other supporting documents must be provided to ensure that the impact on the existing strategic road network and its junctions will not result in any detrimental impact to its safe operation. Suitable junction capacity assessments and appropriate levels of mitigation will be required.
- Part of the site lies within a Minerals Safeguarding Area, as identified in the emerging Herefordshire Minerals and Waste Local Plan (MWLP), which is in the late stages of preparation, with adoption anticipated in early 2024. Development proposals should ensure that they comply with Policy M2 of the MWLP.
- The Heritage Impact Assessment recommends for the scheme to include design based mitigation measures to safeguard the setting of heritage assets. Including limiting height of buildings, strengthening tree line, landscape buffer provision and undertaking further archeological assessment.

## Colwall

**Figure 38: Land west of Colwall Primary School**



- The site should be master planned with supporting infrastructure and open space. The siting, massing, and layout would need to be sensitively designed to reflect the setting of an area of National Landscape (formally known as Areas of Outstanding Natural Beauty).
- The scheme will provide 35% affordable housing and accommodate 20% BNG.
- The scheme requires financial contributions to education provision.
- It is expected for the site to provide footpaths to the north of the site connecting to existing public right of way footpath and vehicular access is expected to connect to Mill Lane.
- Transport Assessments, Travel Plans, Environmental Statements and other supporting documents must be provided to ensure that the impact on the existing strategic road network and its junctions will not result in any detrimental impact to its safe operation. Suitable junction capacity assessments and appropriate levels of mitigation will be required.
- The Heritage Impact Assessment recommends for the scheme to include design based mitigation measures to safeguard the setting of heritage assets. Also, schemes must consider limiting building heights, tree planting on the boundaries and undertaking further archeological assessment.

- This site is a key opportunity to support growth in one of Herefordshire's most sustainable villages due to the high levels of services and public transport infrastructure and is the only rural settlement with a mainline train station.
- The strategic rural housing site situated southwest of Colwall, and west of Colwall Primary School will accommodate up to 45 dwellings on the 5.13 hectare site 25 dwellings per hectare.

## Weston under Penyard

**Figure 39: Land opposite playing fields**



- The scheme will provide 35% affordable housing and accommodate 20% BNG.
- The site should be master planned with supporting infrastructure and open space. The design, siting, massing and layout would need to be sensitively planned to reflect the rural setting. It is expected for the site to provide footpaths to the west and north of the site connecting residents to the village centre and school. Vehicular access is expected to connect onto the A40.
- The scheme requires financial contributions to education provision. Land should be safeguarded to accommodate a one form entry primary school.
- Transport Assessments, Travel Plans, Environmental Statements and other supporting documents must be provided to ensure that the impact on the existing strategic road network and its junctions will not result in any detrimental impact to its safe operation. Suitable junction capacity assessments and appropriate levels of mitigation will be required
- The Heritage Impact Assessment recommends for the scheme to include design based mitigation measures to safeguard the setting of heritage assets. Including limiting the massing, height and density of development maintaining the informal dispersed feeling, and undertaking further archeological assessment.

- This site is an important opportunity to support growth in one of Herefordshire's most sustainable villages due to the high levels of services and public transport infrastructure.
- The strategic rural housing site on the southern edge of Weston under Penyard will accommodate up to 50 dwellings on a 5.5 hectare site, with a density of 25-30 dwellings per hectare.

## Rural strategic transport

### Policy RURA4: Rural strategic transport

A new railway station or parkway including bus and active travel infrastructure along the Hereford and Abergavenny rail line will be supported to enable a shift to a more sustainable transport network.

In order to avoid any potential harmful effects to River Wye Special Area Conservation; other Special Areas of Conservation and Sites of Special Scientific Interest, developments must maintain an adequate buffer between operations and the River Wye Special Area of Conservation; other Special Areas of Conservation and Sites of Special Scientific Interest. In addition, site specific Habitats Regulation Assessments and targeted ecological surveys will be required for proposals to safeguard from physical damage and loss of habitat.

The [Big Economic Plan](#) outlines an ambition for Herefordshire to be better connected and more accessible in 2050. The western areas of Herefordshire suffer from lack of rail connection, which were historically serviced by a number of railway lines. There is still an operational railway line, the Marches Line linking Leominster and Hereford to South Wales via Abergavenny to the south and Shropshire to the north with regional and national links beyond.

The potential location for a new stop on the operational line linking Hereford to Abergavenny has already been undertaken. Initial work has been carried out to investigate the potential for either a new or reopened former railway station at Pontrilas, a former railway stop. A business case would need to be developed to work out the costs and benefits of undertaking such a proposal. The reopening of a suitable station stop would mean more sustainable travel options for the western areas of the county and the Welsh border links with Hereford.

## Rural strategic nutrient mitigation schemes

### Policy RURA5: Rural strategic mitigation schemes

Sites for nutrient mitigation schemes will be supported to enable nutrient neutrality and the restored health of the river network within Herefordshire.

Improving water quality is a priority on a national and local level, therefore major steps are needed to restore and improve our rivers and waterways. Nutrient pollution is a significant issue in Herefordshire, particularly in the internationally important water bodies of the Wye and Clun river SAC catchment areas. Increased levels of nutrients, can disrupt natural habitats and processes, devastating wildlife and biodiversity. In the River Wye, high levels of phosphorous have been identified as a particular problem.

The Habitats Regulations Assessment process is used to assess whether there would be any likely significant effects from proposed developments on sites of international importance for wildlife (e.g. SACs). Where such an effect is likely, an Appropriate Assessment must be carried out on the implications in respect of their conservation objectives. However, where a proposal falls within part of a SAC river catchment which is already failing to meet its conservation targets as a result of pollution, then nutrient neutrality (or better than neutrality) will need to be demonstrated in order to gain planning permission. This will ensure that the water quality in these already polluted parts of these internationally important sites are not made worse by future planned growth.

Nutrient mitigation schemes are key to the restoration of Herefordshire's rivers alongside the continued economic growth of the county. These include phosphate mitigation projects such as integrated wetlands and foul water system upgrades. Such proposals will be supported, where they also comply with other policies of the Local Plan and the emerging Minerals and Waste Local Plan.

### Other rural policies

It should be noted that other policies to guide development in the rural areas can be found within:

- Policy AG4: Rural settlements exceptions for affordable housing, entry level housing and affordable custom build
- Policy AG5: Open countryside
- Policy PE2: Principles for economic growth
- Policy PE5: Supporting a strong rural economy
- Neighbourhood Development Plans
- Saved policies of the Core Strategy