

Deputy Chief Executive's Office

A. Faulder (Interim)

TO MEMBERS OF CABINET:

**RJ PHILLIPS (CHAIRMAN), LO BARNETT,
AJM BLACKSHAW, H BRAMER, JP FRENCH, JA HYDE,
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Your Ref: N/A

Our Ref: Thursday 26 November 2009

Please ask for: Sally Cole

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20th November 2009

Dear Councillor,

Cabinet - Thursday 26 November 2009 -SUPPLEMENTARY REPORT

Please find attached a supplementary report that was not available prior to the publication of the agenda for the forthcoming meeting of Cabinet . Please bring these papers to the meeting.

9. LOCAL DEVELOPMENT FRAMEWORK, CONSULTATION ON THE CORE STRATEGY

To approve the "Place Shaping Paper" as a consultation document on the emerging Core Strategy, and to agree an outline of the consultation arrangements.

Note: The consultation document will be forwarded separately to the agenda.

Ward:

Yours sincerely,

**SALLY COLE
COMMITTEE MANAGER EXECUTIVE
ASSISTANT CHIEF EXECUTIVE'S OFFICE, LEGAL AND DEMOCRATIC**

Shaping Our Place 2026



Local Development Framework

Place Shaping Paper **DRAFT FOR BRIEFING**



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A place to Work

A place to Move

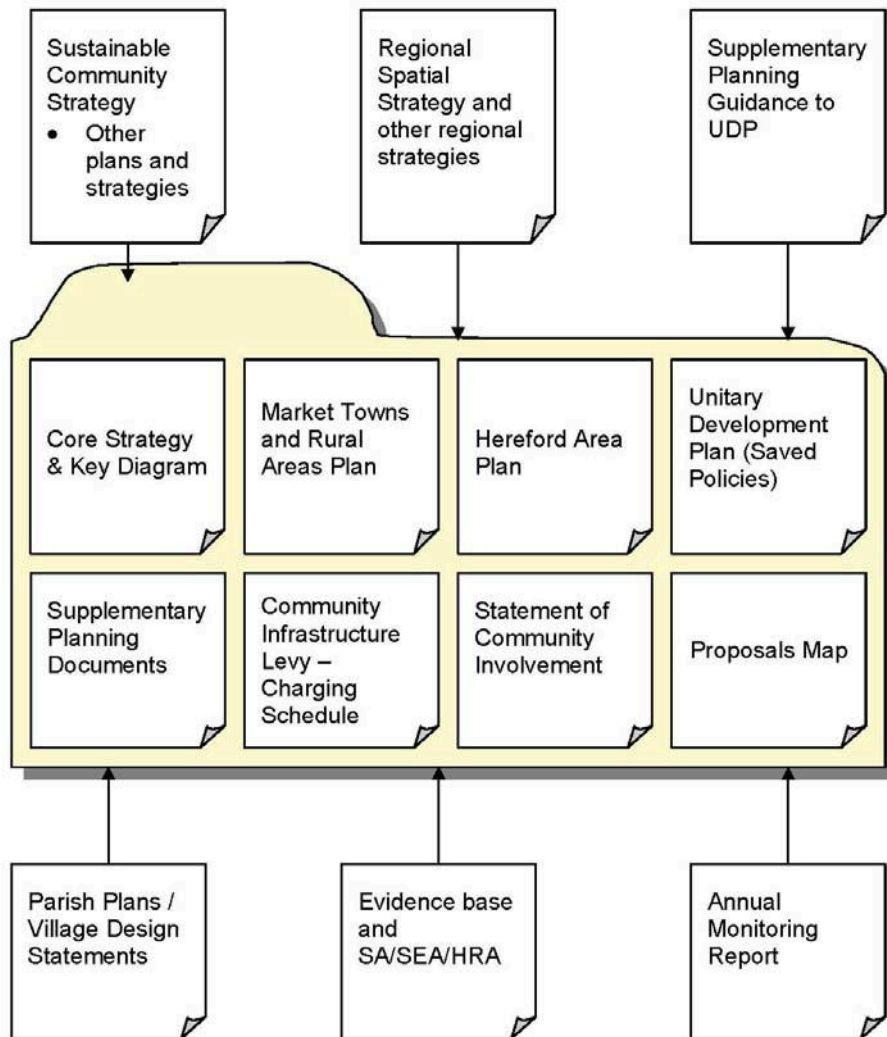
A place to Improve



Section 1: Introduction

- 1.1 This 'Place Shaping Paper' considers a preferred strategy and further options for the emerging **Core Strategy**. It also forms the first stage (the main **Issues**) of two, more area-specific plans that Herefordshire Council are producing – the **Hereford Area Plan** and the **Market Towns and Rural Areas Plan**. All three documents will ultimately form part of the Local Development Framework (LDF).

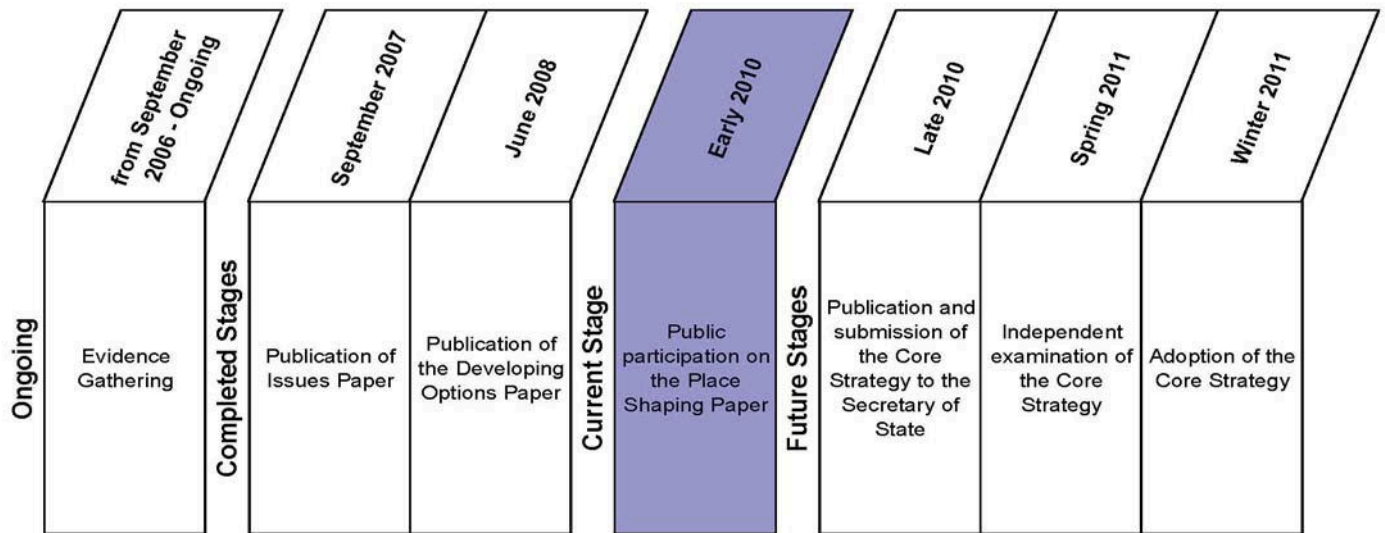
Figure1 - The relationship between plans within the LDF



- 1.2 The **Core Strategy** is a long-term strategic planning document, which sets out the vision and objectives for the county and establishes the policy framework and the broad locations for development necessary to deliver them. Once adopted in 2010/11, the Core Strategy will set the guidelines for development of new homes, businesses, open space and other facilities across the county to 2026. This document is the third of four stages in preparing the Core Strategy for Herefordshire as Figure 2 (overleaf) demonstrates. More information on the progress of the Core Strategy so far can be found on www.herefordshire.gov.uk/corestrategy.



Figure 2 - Where we are in the Core Strategy process



- 1.3 Hereford is a Settlement of Significant Development within the Regional Spatial Strategy (RSS) and has New Growth Point status. As a result the **Hereford Area Plan** will set out proposals for the delivery of sustainable growth in the historic city of Hereford including housing, employment and urban area regeneration proposals. The plan will set out the detailed policies and non-strategic allocations for Hereford and will be accompanied by a proposals map. It is anticipated that this plan will be adopted in 2012/3.
- 1.4 The **Market Towns and Rural Areas Plan** is the second area specific plan that Herefordshire Council will be producing. Outside Hereford, the key theme is “Rural Regeneration” and it is very important that the role of the market towns and their relationship with the surrounding rural area is developed alongside the growth of Hereford. The plan will contain more detailed planning policy and non-strategic allocations for the market towns and the wider rural area and will be accompanied by a proposals map. It is anticipated that this plan will be adopted in 2013.



Structure of this document

- 1.5 This Place Shaping Paper has been prepared to combine the consultation on all three plans, to progress the development of the Core Strategy and to develop the area specific options for Hereford, the market towns and rural areas. Therefore, the paper has been structured as follows;

- Section 2:** Background - outlines the documents and processes which have happened to date.
- Section 3:** Characteristics of the county: Key Facts - this provides a set of key statistics/facts and a map which will form the spatial portrait for the Core Strategy. A more detailed draft spatial portrait can be viewed on Herefordshire Council's website.
- Section 4:** Vision and Objectives - this section sets out the vision for the Core Strategy and the objectives to achieve that vision.
- Section 5:** Spatial Strategy - this section sets out how much development there will be and broadly where it will go.
- Section 6:** Place Shaping policies - this section is split into places (Hereford, each of the market towns and the rural areas) and will highlight the issues for each of these places and identify possible options for the implementation of the Spatial Strategy.
- Section 7:** General core policies - This section is intended to convey the preferred approach for each of the core policy areas, where they have been established. The final wording of the policies will be contained within the Submission Core Strategy.
- Section 8:** Delivery and Monitoring - provides information on delivery and how proposals and policies intend to be monitored.
- Section 9:** Next Steps - explains the remaining process for preparing the Core Strategy and the Hereford Area Plan and the Market Towns and Rural Areas Plan.

In sections 5, 6 and 7, a reasoned justification is provided to explain why a particular preferred approach has been proposed and why, having been considered, other alternative approaches have been rejected.

How to comment:

- 1.6 Your views are important to us to help further develop a planning strategy for the county. Each section of this paper has a number of questions and a questionnaire is available on the website to tell us your views. Please answer the questionnaire, preferably online, as it helps us use the information more efficiently and effectively.

Please complete and return the questionnaire by **12 March 2010**.

If you require more information, please contact us:

by e-mail: ldf@herefordshire.gov.uk

on the web: www.herefordshire.gov.uk/corestrategy

by phone: 01432 260386

by fax: 01432 383031

In writing: Local Development Framework
Licence No. - RRJX-TLSH-SCYH
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Section 2: Background

- 2.1 In order to keep this paper relatively concise and focused, the intention is not to repeat information that was contained within previous stages of the Core Strategy.

National and Regional Planning Guidance

- 2.2 The Core Strategy must be in general conformity with higher level national and regional policies but not repeat them. National planning policy and guidance is prepared by the government and issued in the form of Planning Policy Statements (PPS), which are gradually replacing previously issued Planning Policy Guidance (PPG). The Regional Spatial Strategy (RSS) or regional plan for the West Midlands was adopted in 2004 and is currently being reviewed. In September 2009, the Panel Report on the Phase 2 Revision to the RSS was published. This makes recommendations to the Secretary of State on the development requirements for Herefordshire. Together, national and regional policies provide the broader context for the county's Core Strategy.

Sustainable Community Strategy

- 2.3 The Community Strategy 2006 provided the starting point for the Core Strategy. This sets out a vision for the county, which was developed by listening to residents, organisations and businesses with a local interest and by identifying local needs and aspirations. The Community Strategy outlines priorities and outcomes for achieving its vision and it is the job of the Local Development Framework to support the spatial delivery of its objectives. The Community Strategy has been refreshed and will be available to view on the Herefordshire Partnership website (www.herefordshirepartnership.com) in February 2010. The links between the Core Strategy objectives and those of the refreshed Sustainable Community Strategy can be found in Appendix 1.

Evidence Base

- 2.4 A number of studies have been undertaken to ensure that the decisions taken in the Core Strategy are based on sound evidence of the county's development needs. These are listed in Appendix 2 and are available on Herefordshire Council's website.

Core Strategy Issues and Options

- 2.5 The first stage of the Core Strategy was the Issues Paper (September 2007). The results of this consultation, together with information from Parish Plans and the issues identified within the spatial portrait redefined the original 14 key issues and grouped them under sustainable development themes. These can be seen in Appendix 3. These issues have helped shape the vision and objectives for the Core Strategy (see Section 4).
- 2.6 The second stage was the Developing Options Paper (June 2008), which sought early views about the best way to address specific challenges facing the county. It proposed four spatial options for the physical location of development across the county that would meet the challenges in different ways.



- 2.7 This Place Shaping Paper builds upon the Developing Options Paper, the feedback received during the consultation and the emerging evidence base. Further details on the Developing Options Stage can be found on Herefordshire Council's website.

Sustainability Appraisal and Habitats Regulations Assessment

- 2.8 To ensure that consideration of sustainable development is built into the Core Strategy, a process of Sustainability Appraisal (SA) is undertaken throughout the preparation process. In addition, as the county has a number of Special Areas of Conservation (SAC), any development which may affect these designated sites will be subject to rigorous examination through a process of Habitats Regulations Assessment (HRA). This process of assessment has been carried out for this Place Shaping Paper as part of the Sustainability Appraisal. A summary of these results can be found with each option within this paper, the full report is available on Herefordshire Council's website. The coloured boxes provide a visual indication of the results of the assessment with RED showing a move away from sustainability, AMBER indicating a neutral result and GREEN indicating the option is moving towards sustainability.

Climate Change

- 2.9 One of the key issues and an objective within the Core Strategy is to address the impacts of climate change. The Local Development Framework can influence this by reducing the need to travel, tackling traffic congestion, reducing flood risk and improving air quality. The design and location of new housing and other development, the management of waste and the development of renewable energy can also contribute to reducing the impacts of climate change. In addition, there is a need to adapt to the changing environment, including possible changes in agricultural practices and any knock on effects on the rural economy. This aspect may present opportunities for addressing the impacts of climate change head on, for example using areas for biomass production or wind energy. Ever growing demands for water to supply new homes, business and agriculture will also be affected by climate change. A Climate Change Background Paper has been prepared to address these issues and assist in policy formulation. This can be found on Herefordshire council's website.

Section 3: Characteristics of the county – Key Facts

- 3.1 Outlined on pages 6 and 7 are the characteristics of Herefordshire which have helped to identify a set of key issues that the Core Strategy will seek to address. These may be issues that have been apparent for some time, are existing trends or new issues. All may present challenges and opportunities for the future. These characteristics have formed part of the spatial portrait which is available separately on Herefordshire Council's website and will be updated within the Submission Core Strategy.

Key characteristics

- 3.2 Herefordshire is predominately a rural county situated in the south-west corner of the West Midlands region bordering Wales. The city of Hereford is the county's centre for employment, administration, health, education facilities and shopping. The other principal locations are the five market towns of Bromyard, Kington, Ledbury, Leominster and Ross-on-Wye. The rural area is comprised of numerous large and small villages, hamlets and individual dwellings.



Figure 3: Map of Herefordshire



Key facts:

Environment

Environment:

Two Areas of Outstanding National Beauty (parts of) – Wye Valley and Malvern Hills, 4 Special Areas of Conservation (SAC) including River Wye, 65 Conservation Areas, 73 Sites of Special Scientific Interest, 773 Local Wildlife Sites, 5918 Listed Buildings, 262 Scheduled Ancient Monuments

Flooding:

18.5% of county is situated in a flood zone



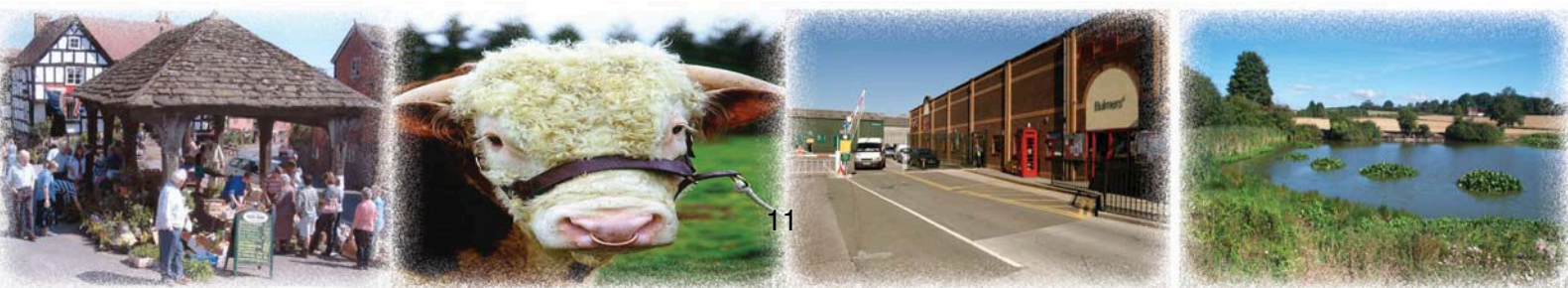
Social

Population:	178,400 (mid 2007 estimates)
Area:	2,180km ² /842 miles ²
Density / Sparsity:	0.9 persons per hectare, the 4th lowest population in England.
Population growth:	Growth of 2% between 2001–2007. With fewer births than deaths each year since 2004, population growth due to net in-migration.
Population Structure:	24% of Herefordshire’s population is of state retirement age and is expected to rise. 18% are under 16 and expected to decline until 2016.
Ethnicity:	4% of Herefordshire’s resident population are from ethnic groups other than ‘white British’ – 1.9% white other, 0.7% Asian/Asian British, 0.6% mixed, 0.4% Black/Black British.
Access to services:	Most parts of the county fall within the 10% most deprived nationally in terms of geographical access to services and barriers to housing.
Education:	63% of schools leavers achieve 5 GCSEs A* -C.

Economic

Numbers of homes:	78,105 (March 2006)
Average house price:	£194,500 (2008)
Average income:	£20,304 (2008 median annualised earnings)
Employment:	78% of working aged population are employed, higher than regional average (72%). 15% of working population are self-employed, higher than regional average (8%)
Car ownership:	1.3 per household. 18% of households have no car/van

Other facts and issues for the county are contained within the full version of the Spatial Portrait, which can be found on Herefordshire Council’s website.



Section 4: Vision and Objectives

Background

- 4.1 Developing a vision and objectives for the Core Strategy is a very important stage in the process of plan production as it sets the direction of travel for the spatial strategy and policies that follow. The vision and objectives for the Core Strategy have been developed from extensive internal and external consultation since 2007 including specific workshops on the vision. In this respect, the vision and objectives are considered to be in a form that can be taken straight through to submission stage. Please also see the Vision and Objectives Background Paper (August 2009) on Herefordshire Council's website for further information.

Vision

Herefordshire will be a place of distinctive environmental, historical and cultural assets and local communities, with sustainable development fostering a high quality of life for those who live, work and visit here. A sustainable future for the County will be based on the interdependence of the themes of social progress, economic prosperity and environmental quality with the aim of increasing the County's self-reliance and resilience.

1. Social Progress

By 2026, decent, affordable homes, jobs, health and community facilities and other necessary infrastructure will have been provided in urban and rural areas to meet the needs of all sections of the population creating safe, inclusive places and robust communities that promote good health and well-being. The opportunities and benefits from open space, leisure, shopping, sport, art, heritage, learning, health and tourism facilities and assets will be maximised enabling more active lifestyles and the retention of our young people, and an improved quality of life. Residents and workers in urban and rural areas will have a reduced need to travel by car with opportunities for "active travel" i.e. walking and cycling promoted, along with improved accessibility to public transport. In Hereford, congestion will be managed and public transport improved through a balanced package of transport measures including the provision of a relief road, park and ride facilities and bus priority schemes. Residents will have the opportunity to contribute to the shaping of their place through continuous engagement in plan making.



2. Economic Prosperity

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

3. Environmental Quality

New development will be designed and constructed in ways to ensure that local distinctiveness is reinforced. The wider impacts of climate change will be addressed by reducing carbon emissions, minimising pollution and the risk of flooding, ensuring availability of natural resources, and by providing appropriate waste management facilities and renewable energy schemes. Networks of connected, well managed and accessible natural green spaces will provide a range of enhanced leisure and health benefits within and between towns, villages and the countryside. Local food production and processing will be fostered whilst supporting stewardship of soils and water, biodiversity and the characteristic Herefordshire landscape. The area's historic and environmental resource, including its natural beauty and quality of landscape, biodiversity, geodiversity, built environment and cultural heritage, will be protected and enhanced. It will underpin and foster growth and innovation in businesses and jobs; being accessed, appreciated and actively supported by more people, for more purposes, in all walks of life.



Objectives

- 4.2 The objectives have been substantially reworded since the Developing Options Paper in June 2008. The numbering is for reference only and is not meant to convey any order of importance.

Social Progress

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

Economic Prosperity

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

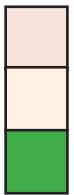


Environment Quality

- 10 To achieve sustainable communities and protect the environment by delivering well-designed places, spaces and buildings, which use land efficiently, reinforce local distinctiveness and are supported by the necessary infrastructure including green infrastructure.
- 11 To address the causes and impacts of climate change by ensuring new development: uses sustainable design and construction methods to conserve natural resources, does not increase flood risk to new or existing property, increases the use of renewable forms of energy to reduce carbon emissions, minimises waste and pollution, manages water supply and conservation and conserves and protects biodiversity and geodiversity.
- 12 To conserve, promote, utilise and enjoy our natural, built, historic and cultural assets for the fullest benefits to the whole community by safeguarding the County’s current stock of environmental assets from loss and damage, reversing negative trends, ensuring best condition and encouraging expansion, as well as appropriately managing future assets.

Results from the Sustainability Appraisal and Habitats Regulations Assessment

Sustainability Appraisal - The main differences in this version of the objectives compared to Developing Options stage relate to the creation of two further objectives in total. These have resulted from the splitting of original objectives numbers 7 and 9, to create separate objectives on Hereford, the Market Towns and Rural Areas as well as on the issue of climate change. The appraisal of the additional objectives against the Sustainability Appraisal Objectives identified in the LDF General Scoping Report (SA objectives), identified the need to have a reference to “affordable housing” in Objective 8. The compatibility of the Core Strategy objectives against each other has highlighted potential conflicts between objective 12 and those objectives regarding new development i.e. 1, 3, 5, 6 and 7. Allowing any new development is often a balance between assessing social, economic and environmental impacts, but objective 12 does aim to promote environmental assets for the benefit of the whole community. The SA process has highlighted the need for further references to be added to objectives 8 and 9 regarding “access to ICT” and “appropriate locations” respectively.



Habitats Regulations Assessment - The high-level vision and objectives have not been assessed, but the strategy and policy directions that stem from them have been. The results can be seen in the relevant sections that follow.



Section 5: Spatial Strategy

The Preferred Strategy

- 5.1 The spatial strategy is central to the Core Strategy of the Local Development Framework for Herefordshire. It explains what the spatial vision and strategic objectives outlined in the previous section will mean for the future development of Hereford, the market towns and the rural areas. It forms the backbone of the Core Strategy from which the eventual policies and proposals will follow.
- 5.2 Herefordshire Council proposes a preferred strategy based on a combination of elements from Options A, B and C as set out in the Developing Options Paper (June 2008). Option D has not been taken forward. The strategy will meet the regional requirements for 18,000 new homes and a balanced, rolling portfolio of 37 hectares of employment land which is readily available as well as an overall total of 148 hectares of employment land. This approach will address a balance of social, economic and environmental key issues (Appendix 3) and allows for the development of the county that delivers the Core Strategy Vision and all twelve Objectives set out in Section 4.
- 5.3 The preferred strategy, outlined below, sets out a settlement hierarchy for the county, which in itself determines the broad location and distribution of development for Herefordshire to 2026.

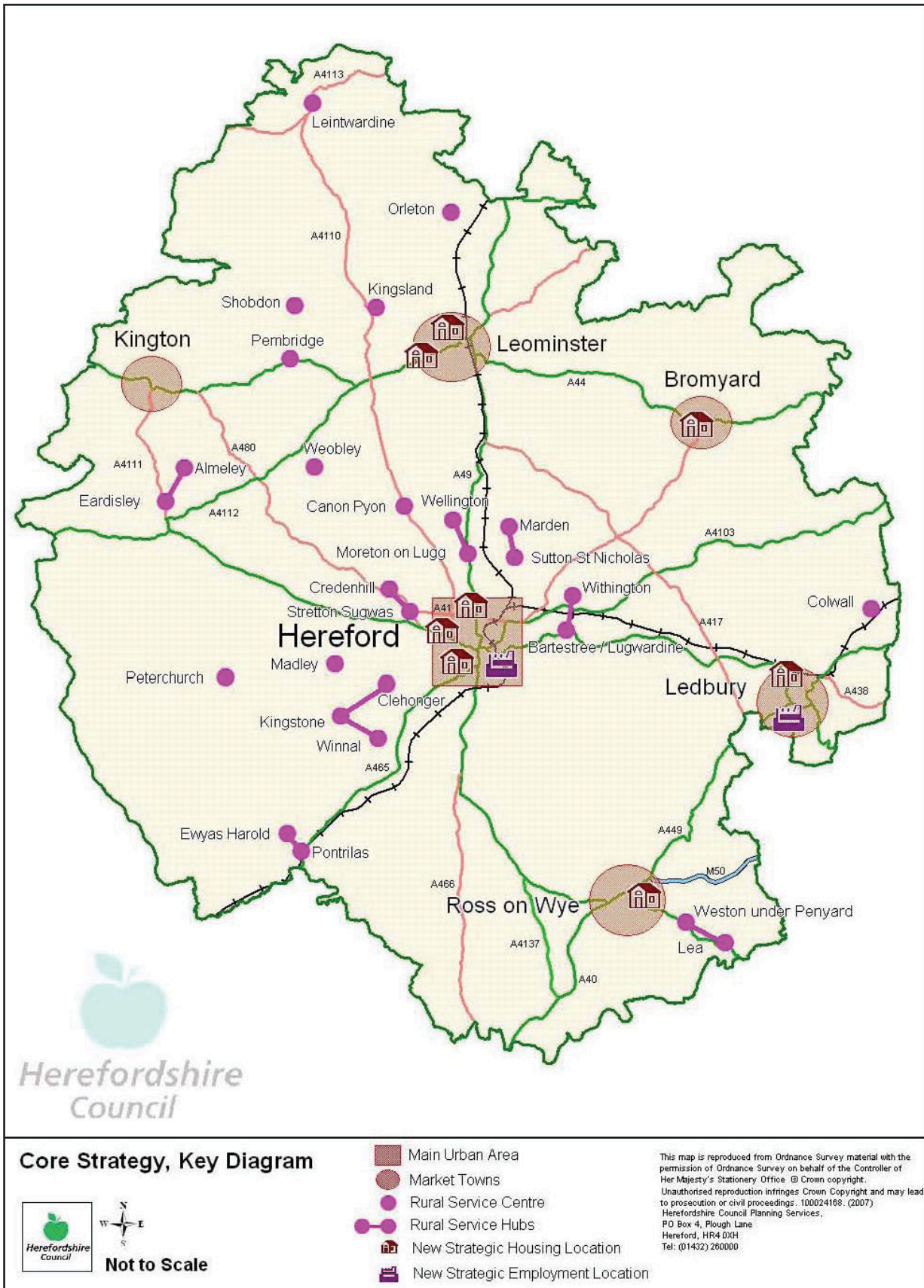
The Preferred Strategy

- To focus approximately half of all new homes (including affordable) with associated employment, retail, leisure, education and cultural development as well as new transport and green infrastructure in and around the main urban area of **Hereford** to support its regeneration and status as a Growth Point.
- To focus the majority of remaining development at the market towns of **Leominster, Ledbury, Ross-on-Wye, Bromyard and Kington** (with Leominster taking the greatest amount) to support their status as service centres to their rural hinterlands and to support rural regeneration including employment creation/diversification, delivery of and access to services (including affordable housing), realising the environment as an economic asset and reducing the need to travel.
- To pursue targeted regeneration and possible modest extensions (including homes and jobs) at **Rural Service Centres and Hubs** to meet rural housing needs (including affordable), employment and community needs and to reduce the need to travel.
- At Local Centres (yet to be defined) to allow small scale development to meet rural housing (including affordable) and employment needs and support local community services.
- Elsewhere, development will be limited to rural exception housing needs (agricultural, forestry, farm diversification, replacements, conversions or rural affordable housing only) and diversification of farm businesses or rural businesses of an appropriate scale to protect the countryside for its own sake and address climate change.
- Where possible, to pursue a sequential approach to development utilising brownfield land and buildings before greenfield land.
- To manage the release of housing and employment land to ensure delivery to meet targets and co-ordination with infrastructure provision.

- 5.4 The spatial representation of this strategy is indicated in Figure 4 – Key Diagram.



Figure 4: Key Diagram



- 5.5 In order to develop the preferred strategy, Options A - D of the Developing Options Paper were assessed against the following:
- 1 The extent to which each option would satisfy national and regional policy requirements,
 - 2 The outcome of community consultation,
 - 3 The findings of the Sustainability Appraisal and Habitats Regulations Assessment (required under European law for all development plans) and
 - 4 The findings of the emerging evidence base – the list of all the studies undertaken are detailed in Appendix 2.
- 5.6 There are sound reasons for choosing a strategy that combines Options A-C which take on board the above 4 criteria. These include the following but more detail is provided in the Spatial Strategy Background Paper which supports this Place Shaping Paper and can be found on Herefordshire Council's website:
- Meeting the Core Strategy Vision and Objectives;
 - Addressing the social and economic needs of the whole county;
 - Considering the environment as a social and economic asset to be protected and enhanced;
 - Achieving sustainable communities;
 - Reinforcing Hereford's role as the main focus for development;
 - Addressing key issues of affordable housing, rural regeneration and climate change.
- 5.7 The preferred spatial strategy directly addresses the cross cutting theme of **climate change** by:
- 1 Allocating half of all new homes to Hereford, which as the sub-regional focus for the county is where the main services to which people travel on a daily basis (including jobs, shops and leisure uses) are located. This follows from the requirements of the regional plan. The remaining new homes are dispersed to the market towns and certain villages that already support a wide range of day-to-day services or are capable of doing so, with an approach of limiting development elsewhere. This approach is based on the principle of reducing the need to travel by private car in order to lessen the harmful impacts of carbon dioxide emissions. In a rural county like Herefordshire where car travel is used by over 50% of the population, reducing the need for people to travel in the first place is going to be the best long term strategy for tackling climate change.
 - 2 Directing new development to areas of the county's towns and villages at no significant risk of flooding using the evidence in the Strategic Flood Risk Assessment and the sequential approach set out in government policy. In addition, new development will be required not to exacerbate the risk of flooding elsewhere by the use of sustainable drainage techniques through the use of a core policy on this issue.

New Homes

- 5.8 The **housing** element of the strategy is reflected in Figure 5, which details the broad distribution of new homes across the county. The fourth column details the actual amounts of new homes required as at 1 April 2009 when taking into account homes that have already been built, are under construction or have been granted planning permission but have not started since 2006 (the start date of the regional plan requirements). The final column details the amount of new homes to be built at 'strategic locations' in each settlement. The calculations supporting this distribution are shown in Appendix 4.



Figure 5 – Housing Distribution

Hierarchy	Settlement	No. of new homes as per Preferred Strategy	No. of all new homes required as at 1.4.09 *	Estimate of new homes needed on strategic locations **
Main urban area	Hereford	8,500	6,250	5,300
Market Towns	Leominster	2,500	1,800	1,700
	Ledbury	1000	950	900
	Ross on Wye	1000	500	350
	Bromyard	500	300	250
	Kington	200	50	0
	Total - Market Towns	5,200	3,600	3,200
Rural Areas	Rural Service Centres	4,400	2,700	0
	Local Centres			
Total		18,100	12,550	8,500

* Takes into account completions, planning permissions and UDP allocations adjusted for lapses of planning permissions (figures are rounded)

** Strategic locations comprise sites of around 500 new homes in Hereford and around 100 in the market towns

5.9 The strategic allocations for the 8,500 new homes shown in the last total column of Figure 5 are explained further in the Place Shaping sections of this document. All non-strategic allocations will be addressed as part of a general review of settlement boundaries, and the need for them, in the Hereford Area Plan and the Market Towns and Rural Areas Plan, which will follow the Core Strategy. The Submission Core Strategy will include a target for affordable homes to meet the requirements of the regional plan.

Phasing

5.10 The Submission Core Strategy will include a policy on phasing of housing development which will need to reflect the regional plan panel reports recommendations regarding ‘back-loading’ of development towards the end of the plan period to reflect current economic circumstances and this will be reflected in the housing trajectory set out in that document. Sufficient land will be identified to meet the five and ten year housing supply in line with national policy. However, windfall sites developed will count towards meeting targets and this may require future adjustments to the housing trajectory. Also included will be an indication of the split between the level of housing to be built on greenfield land and brownfield land. The level of greenfield land required is likely to be higher than levels achieved in recent years due to the regional requirement for the county. This will have a knock on effect in terms of loss of high quality agricultural land in the county.



New Jobs

- 5.11 The regional plan panel report recommends that there is a need to have a rolling reservoir of 37ha of readily available employment land for a 5 year period. The panel also recommend that a 10 year supply of land should also be identified (i.e. 74ha) and that the indicative requirement for Herefordshire for the Plan period (2006-2026) should be 148ha (37x4).
- 5.12 The Employment Land Study reports that overall there is good quantity of existing employment land supply within Herefordshire as a whole (112ha) when compared against forecast minimum requirements using small area forecasting techniques. However, projecting past completion rates forward provides a different picture of requirements with a modest surplus in employment land supply for Herefordshire. This forecast was undertaken prior to the panel report increasing the indicative target to 148ha. The Study stresses the need to apply the small area forecasting model as an absolute minimum land requirement and that in reality, a much larger amount of land will be required to ensure continuing economic development and an adequate portfolio of sites.
- 5.13 Therefore, in county-wide terms and taking into account employment land completions over the past 3 years since 2006 (45.5ha), the indicative requirement for the remaining period would drop to 102.5ha. As there is around 112ha of employment land currently with planning permission or allocated in the county there could be an argument for no further additional strategic allocations. However, the policy directions as set out in Section 7 may result in a loss of some poor/moderate employment land and as there is need for an adequate and balanced portfolio of sites, and the total regional plan figure remains indicative only, it is felt prudent to make specific strategic allocations in Hereford and some of the market towns. Those at Ledbury and Bromyard are broadly replacements for existing sites and again follow recommendations of the Employment Land Study.
- 5.14 The above employment requirements will be achieved by using strategic allocations in the Core Strategy and other policies to:
- Safeguard existing better quality employment land,
 - Focus most new provision in Hereford (in association with urban extensions) and market towns in tandem with housing growth,
 - Promote live/work units,
 - Promote employment uses in rural areas, including enabling appropriate economic diversification proposals in recognition of the county's designation as a Rural Regeneration Zone in the regional plan, and
 - Monitor and review supply through the Annual Monitoring Report.

New Shops

- 5.15 Hereford is identified in the regional plan panel report as a Strategic Sub-Regional Centre providing the main focus for higher level retail, commercial, cultural and service activities. Below this level the market towns of Kington, Ledbury, Leominster, Ross-on-Wye and Bromyard form the "non-strategic centres" meeting local needs referred to in regional planning policy PA12B. There are no strategic level retail developments proposed in the market towns during this plan period, but this situation will be reviewed as part of the Market Towns and Rural Areas Plan.



New Infrastructure

Transport infrastructure

5.16 The A49 in central Hereford is subject to increasing congestion and has been formally declared an Air Quality Management Area due to the extent of vehicle pollution derived from the level of congestion. It is envisaged that the scale of new homes will need to be supported by a package of balanced transport measures to include improved public transport provision, walking and cycling, park and ride facilities and a new relief road. These measures are considered necessary to enable Hereford to fulfil its role as a Settlement of Significant Development in accordance with the regional plan panel report. The precise extent and detailed route of a relief road will need to be further examined in the light of landscape impact, noise and air pollution and impact on European protected sites as well as against and/or alongside other sustainable transport options and overall cost. This issue is dealt with in greater detail in Section 6.2 on Hereford. Other necessary transport infrastructure required as a result of development in the county will be consulted upon and delivered through the Local Transport Plan and the relevant Area Plans.

Water supply

5.17 The Water Cycle Strategy states that there is sufficient capacity in the current system for the proposed level of growth in the county for this plan period, although there are issues in specific locations.

Sewerage capacity

5.18 Full information upon sewerage capacity is not yet available with regards to the feasibility and cost of upgrading that would be needed to support housing development. There are specific issues which will need addressing in Hereford and Bromyard, in particular, given the proposed level of growth for these locations. Continuing dialogue will be required with the water companies to ensure that these infrastructure requirements are taken into account and programmed into the implementation strategy accompanying the Submission Core Strategy.

Surface Water Management

5.19 This needs to be addressed through the production of specific plans in Hereford and Leominster with respect to fluvial and non-fluvial flooding given the significant levels of growth proposed in these areas. These will be addressed as part of the production of the Area Plans.



Green Infrastructure

5.20 Green infrastructure is a component of spatial planning that is applicable at all scales to create attractive and functional places to live and work. At a broad, strategic county level the following infrastructure has been identified in the developing Green Infrastructure Strategy (see Appendix 5):

- Reinforcing the integrity and significance of the principal river corridors in the county and particularly the Rivers Wye and Lugg.
- Making landscape scale linkages and corridors of green infrastructure between existing assets and centres of population, for example, between Hereford and Leominster, between the Malvern Hills AONB and Hereford or between Bromyard and Ledbury, utilising the Frome and Leadon catchments.
- Providing new country parks that best serve existing and expanding centres of population.
- Maintaining, expanding and linking urban parklands.
- Effectively utilising existing environmental assets to create dynamic landscapes capable of adapting to climate change and providing water management systems, for example, utilising the Lugg and the Arrow river valleys to the north and west of Leominster to control river levels.

Education

5.21 The provision of a higher education facility in the county is referred to in strategic objective 3. This issue is addressed in the Hereford Place Shaping section.

Health Facilities

5.22 No strategic need has been identified for new health provision as a result of the growth in the county.

Communications Infrastructure

5.23 Much of Herefordshire is limited in terms of the speed of broadband coverage that is currently provided. New universal, high speed broadband infrastructure is essential for business effectiveness, public sector service delivery, social networking, education and so on. The delivery of universal high speed broadband infrastructure will be promoted alongside the delivery of new development in this plan period funded, where possible, by developer contributions.



5.24 The strategy of Hereford (See also Section 6 on Hereford)

- The strategy for Hereford maintains and enhances its role as a Settlement of Significant Development and a Strategic Sub-regional Centre (as identified in the regional plan) i.e. as a major centre for employment, health, education, leisure and other services and reflects its capacity to accommodate additional development without significant harm to local communities and in sustainable locations. Concentrating around half of all development here would develop and support the regeneration of the city in the long term by capitalising on existing services and other infrastructure and provide greater opportunities for improving and increasing them. This role was preferred at Developing Options consultation stage.
- New large-scale retail and office development will continue to be directed to Hereford as the central shopping and employment focus for the county as part of the adopted policies for regeneration of the city centre set out in the Herefordshire Unitary Development Plan 2007.
- There is a need highlighted by the Retail Study for a larger cinema in Hereford, as there is considerable leakage from the market towns to other centres such as Worcester, Gloucester and Cheltenham for this facility. This issue is addressed in Section 6.2 on Hereford.

5.25 The strategy for the market towns (See also Section 6 on market towns)

- The strategy for the market towns is to maintain and promote their existing roles as multi-functioning centres for their rural hinterlands, but also to improve linkages between the market towns and Hereford in terms of location of services and links between them. These were the preferred options at Developing Options consultation stage. Two outstanding issues for the market towns to be determined as part of the Market Towns and Rural Areas Plan will be to assess whether there is scope for greater convenience (food) and comparison goods (non-food) floorspace as certain market towns have leakage to other in and out of county centres for these types of shopping.
- The decision to focus the largest single allocation of new homes to Leominster has been based on the recognition of its economic importance located on the A49 Corridor, its excellent public transport links, including rail station, and the fact that an urban extension will bring transport benefits in the form of a southern link road. The latter will benefit the centre of the town in terms of reducing congestion and improving air quality. Relative to the county's other market towns it is also the least constrained environmentally. There was considerable support for growth to the southwest of Leominster at Developing Options stage consultation.
- The quantity and type of development allocated to Ross-on-Wye, Ledbury, Bromyard and Kington reflects their respective roles and environmental constraints. Ledbury and Ross-on-Wye (larger in scale and population terms) will support quantitatively more development than Bromyard and Kington. The amounts of new homes and employment land for each town are balanced by their respective needs, opportunities and constraints. Travel to work patterns highlight that Bromyard and Ledbury have a net outflow of workers. This issue is reflected in the allocations of employment land to these centres. At Developing Options stage, respondents felt that a dispersed approach to development of smaller sites around the town was preferred, but limiting further growth to existing brownfield sites within the towns was also strongly favoured. This approach however has subsequently proved unrealistic given the lack of suitable sites available for development as identified by the Strategic Housing Land Availability.



5.26 The strategy for the rural areas (See also Section 6 on rural areas)

- Development is directed to what are called “Rural Service Centres” (RSC) and Hubs – see Key Diagram, Figure 4. These are villages or groups of villages that have a range of services where development will support the need to meet local market and affordable housing requirements as well as promote rural regeneration through small-scale retail or employment development. New development will also help to support the retention, or creation of, local services. The location and level of development allocated to each RSC will be determined through engagement in the development of the Market Towns and Rural Areas Plan following on from the Core Strategy – some settlements may accommodate modest extensions through a master planning approach.
- Of the remaining settlements, “local centres” may be defined specifically or through criteria based policy. These options are discussed in Section 6. These villages will be capable of accommodating limited housing (including affordable) or employment which must contribute directly towards rural regeneration or other community benefits i.e. through meeting proven housing needs and/or providing for the retention/provision of a community facility/service. Elsewhere, development will be limited to “exception” housing needs such as agricultural, forestry or other farm diversification, replacements, conversions or small scale affordable housing only where a local need is proven.
- At Developing Options stage, many respondents stated that they wanted the Local Development Framework to protect the countryside and local distinctiveness by preventing large scale development in unsustainable rural locations whilst still aiming to protect and promote local rural facilities and support rural communities. The above strategy seeks to address this.

5.27 Alternative Strategy Options not taken forward

1) A new or expanded settlement (Option D)

This option is not being carried forward because:

- It received little support at the Developing Options stage with only 4% of respondents preferring it to the other options;
- The regional planning body stated that this option would not be in conformity with the existing regional plan in respect of Hereford’s status as a Settlement of Significant Development where the majority of development should be directed;
- Such an option could seriously undermine the vitality and viability of the existing market towns in the county; and
- In addition, no developer has come forward with a proposal for a new or expanded settlement anywhere in the county and without this backing, delivery of such an option would be unrealistic.

5.28 Further alternative options not taken forward (received through consultation)

1) Allocate all new housing to villages rather than to Hereford or the Market towns

This option is not being carried forward because:

- It would be contrary to policies CF2, RR2 and RR3 of the regional plan; and
- It would be unsustainable in terms of increasing general travel from dispersed villages to places of work and centres for other services/facilities and would thereby be contrary to the objective of addressing the impacts of climate change.



2) **Developing only those settlements with existing railway stations or capacity for new stations.**

This option has been rejected because:

- To ignore the market towns of Ross-on-Wye, Bromyard and Kington completely in terms of new development would not meet regional plan policies CF2 and RR3 with regards to promoting rural regeneration for those towns or their rural hinterlands; and
- In a county like Herefordshire, which is very poorly provided for in terms of rail connections, basing a strategy purely on rail would not result in a sustainable pattern of development to meet the social and economic needs of the **whole** county, particularly with respect to accessibility to services.

How the Sustainability Appraisal and Habitats Regulations Assessment have influenced the Spatial Strategy

Sustainability Appraisal - Overall the spatial strategy is considered to be moving towards sustainability when assessed against SA objectives.

The option of directing the additional housing (1200 dwellings) allocated by the regional plan report to rural areas was assessed as moving marginally away from sustainability objectives. However, the Panel Report makes clear in paragraph 8.149 that the additional housing is to secure rural affordability and rural renaissance. Overall, the strategy is still considered to be moving towards sustainability with respect to the distribution of housing and employment development. Unclear effects remain concerning issues regarding the impact of the strategy on water quality of the Rivers Wye and Lugg, protected bat species at Ross-on-Wye, the transport implications for Hereford and impacts of certain strategic allocations on landscape quality. This is due to a lack of information/evidence base in order to fully assess these issues. They will need further clarification before Core Strategy submission.



Habitats Regulations Assessment - The most critical European protected sites likely to be affected by the strategy are the Rivers Wye and Lugg, the Wye Valley Woodlands and the Wye Valley and Forest of Dean Bat sites. Due to a lack of information/evidence base at this stage it is concluded that the spatial strategy could have a potential effect on the European protected sites from the amount and location of development proposed. At this stage however, it is considered that mitigation measures, including improvements to sewage treatment works, inclusion of sustainable drainage systems and specific site design requirements are likely to negate these adverse effects. However, any potential cumulative impacts of the whole strategy on any of the following European sites would need to be fully assessed before Core Strategy submission: Rivers Wye and Lugg, Severn Estuary, Llangorse Lake, Wye Valley Woodlands and the Wye Valley and Forest of Dean Bat sites.

Your views

Do you agree with the preferred strategy for new homes, jobs, shops and infrastructure?
 If not, please explain which elements you do not agree with and why?
 Do you agree with the overall strategy for Hereford, the Market Towns and Rural Areas?
 Do you agree with the proposals for phasing of housing development?



Section 6: Place Shaping Issues and Core Strategy Options

Section 6.1 Introduction

6.1.1 This 'Place Shaping' section of the document has been broken down to reflect the main places within the county;

Hereford	Leominster
Bromyard	Ross-on-Wye
Kington	Rural Areas
Ledbury	

6.1.2 Each section seeks to draw together the issues identified for the different areas of the county. These issues have been raised by the spatial portrait, extensive evidence base, Market Towns and Parish Plans, the widespread consultation undertaken so far and other area specific strategies/plans.

6.1.3 These issues are presented within the Paper not only to guide the Core Strategy Options but also to form the **Issues Stage** of the two area-specific plans, which are being produced after the Core Strategy – the **Hereford Area Plan** and the **Market Towns and Rural Areas Plan**.

How will these issues be addressed?

6.1.4 The Core Strategy has addressed many of the issues raised through consultation so far for each of the market towns and rural areas at a strategic level, by reflecting these in the spatial vision, strategic objectives and spatial options in this document. More specific and non-strategic area issues will be addressed at a later date by the two Area Plans referred to above. At this stage, this paper is asking if there are any additional non-strategic issues which need to be addressed by the area specific plans and which have not been raised so far. There will be a question at the end of each place shaping section seeking your views on the issues raised.

Core Strategy Options

6.1.5 The section will then identify what the preferred spatial strategy (outlined in Section 4) will mean for each of these places and highlights further options to be considered whilst producing the Core Strategy.

6.1.6 In some places the emerging evidence has resulted in a preferred option/way forward and the basis for a place specific policy within the Submission Core Strategy. These preferred options are in areas where it is considered there are no reasonable alternatives. Alternative options which have been suggested and not taken forward are also addressed.

6.1.8 For the purpose of the Core Strategy, a strategic location has generally been defined as around 500 homes in Hereford, around 100 homes within the market towns or around 5 hectares of employment land. It is important to reiterate that the Core Strategy *will not be identifying development sites but will indicate the broad locations* for the **strategic** distribution of new homes, jobs, shopping, recreation facilities and infrastructure.

6.1.7 There are still areas for discussion and your comments on suggested further options are invited.



Section 6.2: Hereford

- 6.2.1 Hereford is a cathedral city, which provides the focus for employment, retail, education, health and other services for much of the county and beyond. It is situated near to the geographical centre of the county and is the administrative centre for Herefordshire.
- 6.2.2 Hereford has a number of strengths, which include food and drinks manufacturing, engineering, tourism, culture and heritage. Hereford's current role is as a traditional market and county town with a population of 54,842 and approximately 24,000 households. 76% of respondents to the Developing Options consultation indicated that they would like to see Hereford's multi-functional role continue. However, limits on its transport and other infrastructure capacity currently restrict the extent to which Hereford can accommodate new development.

Key issues

- 6.2.3 As indicated within the spatial strategy, Hereford is identified within the regional plan as a Settlement of Significant Development and the city has been designated as a Growth Point. This will see Hereford being a focus for growth during this plan period. Since 1996, Hereford has accounted for just over a quarter of the county's new housing provision averaging around 210 dwellings per year. The delivery of 8,500 new homes by 2026 almost doubles previous build rates and this will be challenging.
- 6.2.4 A number of proposals identified in the Herefordshire UDP have not yet been commenced. These include the Eign Gate regeneration area and housing proposals at Holmer and the former Whitecross High School. Although not part of the Core Strategy strategic options, these sites are expected to be developed in the plan period.
- 6.2.5 The importance of Hereford as the county town, its Growth Point status and the current transport constraints raises a number of issues for Hereford which not only affects its residents but the future prosperity of the county as a whole.
- 6.2.6 The key issues outlined below have emerged from our evidence base studies, consultations undertaken so far and existing research. The Core Strategy will address many of the issues facing Hereford, however the more detailed implementation and any specific area issues identified will be addressed by the Hereford Area Plan.

Social Issues

- Need to increase the historic build rates to meet housing requirements
- Need to upgrade sewerage capacity and electricity supply (Water Cycle Study and SHLAA)
- Current housing stock made up of smaller units rather than larger detached properties (SHMA)
- Need to balance housing stock and shortage of social rented and shared ownership housing (SHMA)
- Need to improve transport network in order to accommodate the required housing growth (Hereford Multi Modal Model Forecasting Report)
- Need to provide/improve recreation and leisure facilities (Open Space Study)



Economic Issues

- Need to balance the required new housing growth with new employment opportunities
- Overcoming flooding constraints at Rotherwas (Employment Land Study)
- Need to identify new employment land north of the city
- Need for more office space in Hereford (Employment Land Study)
- Need to maintain Hereford's role as a sub-regional shopping centre (Retail Study)
- Areas of income deprivation to the south of the city
- Seven areas of skills deprivation to the south of the city and two in the north.
- Need to provide for additional floorspace for convenience (food) and comparison (non-food) shopping between 2021 and 2026 (Retail Study)
- Need to integrate new retail facility and the historic city centre shopping areas (Developing Options consultation)
- Need to promote environmental and historic assets to attract business and tourism (Developing Options consultation)
- Need for a second river crossing (Hereford Multi Modal Model Forecasting Report)
- Improvements to public transport and public parking (Developing Options consultation)
- Need to enhance education and training opportunities especially at Higher Education level (Regeneration Strategy)

Environmental issues

- Protect and enhance high quality environmental assets including historic town centre which is a Conservation Area
- Integrate new development into the countryside and surrounding landscape
- Manage new development to reflect historic and urban qualities (HEDIDS)
- Address flooding issues (SFRA)
- Reduce traffic congestion (Local Transport Plan 2)
- Improve air quality along the A49 (Local Transport Plan 2)
- Improve appearance and areas of the city (Regeneration Strategy)
- Habitats Regulations Assessment issues regarding the Rivers Wye and Lugg and the other SACs
- Enhance and create green infrastructure links across the city and to the wider countryside (Green Infrastructure Strategy)



What the preferred strategy means for Hereford

New homes

The spatial strategy highlights that about half of the county’s new homes (8,500) will be built in Hereford in recognition of the city’s status as a Growth Point and its sub-regional importance.

Hereford has seen major growth historically however the historic build rate would need to increase significantly to achieve the required new housing totals by the end of the plan period.

The Core Strategy needs to identify strategic locations to accommodate around 5,300 new homes by 2026 (Appendix 4). This level of growth will mean building on greenfield sites on the edge of the city. These growth areas will take the form of well designed urban extensions which will include provision of affordable housing and a range of additional facilities.

With the required 5,300 new homes, the provision of the 800 new homes within the Urban Village will be on brownfield land within the current built up area, about a third of the homes within the Urban Village will be affordable.

New jobs

Hereford is the main employment centre for the county. At present, the largest employment area is situated to the south of the city at Rotherwas. With the provision of 8,500 new homes in Hereford, there will be a need for further employment land to provide new jobs.

Rotherwas will remain the principal focus for employment in Hereford. However, in order to fully release the potential of Rotherwas there is a need to deliver key infrastructure and to continue to find solutions to the estates current constraints, notably the risk of flooding which currently affects the availability of a large proportion of the vacant development land at the estate.

An additional 15 hectares to the north of the city would be suitable for B1 and office requirements which cannot be met within the city itself or on edge of centre locations.

New infrastructure

The proposed new development for Hereford will require further supplies of water and electricity and provision for drainage.

The Water Cycle Study indicates there is likely to be a need for an increased sewerage capacity to support the level of growth in the city.

The Transport Study (2003), confirmed by the Multi Modal Model Forecasting Report (2009), indicated that a balanced package of transport improvements including a relief road, park and ride, walking and cycling links and bus priority schemes would be required to accommodate growth in the city.

The Local Transport Plan’s Accessibility Strategy refers to the need to improve transport links between rural and urban areas.



City centre redevelopment

Hereford remains an important retail centre and is the sole sub-regional centre within the county. However, the city, like many others is suffering from the current economic downturn and is likely to continue to experience further competition from other retail centres outside the county.

The regional plan highlights a need for 40,000m² of non food floorspace in Hereford by 2021 with a possible further 20,000m² between 2021 and 2026. The retail study highlights the need for additional food store floorspace between 2021 and 2026, this is primarily due to the planned population growth.

Central Hereford is subject to a large brownfield regeneration programme. It is anticipated that half of the required retail growth will take place within this regeneration area. The key to its success will be retaining the historic and distinct character of the existing retail core and linking the expanded retail quarter to it.

This will be a key issue for the Hereford Area Plan to address but the Core Strategy will reflect the proposals of the city centre regeneration strategy.

New community facilities

Additional housing will enable new communities to be created in the form of sustainable urban extensions. These communities need essential services and facilities such as healthcare, education, shopping, sport, cultural and recreation.

Developers will be expected to contribute to any required improvements in health, sport, culture and education facilities arising from any urban extensions.

The strategy also indicates the provision of a university centre within Hereford during the plan period.

New green space

It is important to integrate the growth of Hereford within the surrounding countryside. The Green Infrastructure Study highlights the need for an additional country park to the north or east of the city, green corridors through and around the city and the creation of a new edge to the built form.

The Open Space Study indicates a need for natural and semi-natural greenspace and outdoor sport space to be provided within the north and south of the city.



What are the options for Hereford?

6.2.7 The following section contains the possible options for Hereford in order to deliver the spatial strategy. A number of these options, particularly within the urban area, will be preferred however there still remains some difficult decisions to be made regarding the future growth of Hereford.

The section is broken down into the following;

- Urban Area preferred options including housing, retail, office, higher education facilities
- Hereford transport options including sustainable transport measures and relief road
- Urban expansion options indicating ways to deliver the required greenfield housing and employment growth

Urban Area preferred options

6.2.8 As previously highlighted, central Hereford is subject to a major regeneration scheme which comprises of 43 hectares of land bounded by Edgar Street to the west, Newmarket Street and Blueschool Street to the south, Commercial Road to the east and the railway line to the north.

6.2.9 The regeneration of this area immediately to the north of the city centre, provides a unique opportunity to develop under utilised areas of land, strengthening the role of Hereford as a sub regional shopping centre and ensuring that the city plays a full role in the wider rural economy.

6.2.10 Many of the strategic allocations for Hereford will take place within this regeneration area. As such the Core Strategy will take forward existing commitments within the adopted Unitary Development Plan and the Edgar Street Grid Masterplan. The following are presented here as preferred options for the urban area of Hereford.

Urban Village

6.2.11 In the northern section of the regeneration area, around 800 new homes are to be provided together with social and community facilities and a canal basin. A minimum of one third of these new homes will be affordable. Walking and cycling routes will link the development to the city centre and the railway station. A number of flood alleviation measures are proposed to reduce the risk of flooding within the area and which will be of wider benefit. The development will be served by a new link road which will also improve east-west movement generally across the city. Wherever possible, sustainable design and technology will be incorporated into the scheme. As the Urban Village is the only identified strategic brownfield location, this will be a preferred option within the Core Strategy and form part of all the housing growth options for Hereford.

Transport improvements

6.2.12 A transport hub is planned for the area around Hereford Railway Station as part of the regeneration project. This will provide more integrated facilities for rail and bus passengers, pedestrians and cyclists as well as taxis, pedi-cabs and car parking. The hub is of strategic importance as it will improve sustainable access to the city and surrounding areas and is therefore a preferred proposal within the Core Strategy.



Office provision

6.2.13 The regional plan highlights the need to provide an additional 45,000m² of new office development in or on the edge of Hereford city centre. Approximately half of this requirement is expected to be provided within the regeneration proposals. This will cater for the short to medium term office demand for the city. Therefore, the Core Strategy will reflect this office provision within its Hereford Place Shaping Policy. Demand after 2016 will either be allocated within the Hereford Area Plan or via a criteria based sequential policy within the Core Strategy.

Retail provision

6.2.14 The regional plan highlights the need for 40,000m² of retail floorspace by 2021. It is anticipated that about half of this requirement will be provided within the regeneration area. This provision will be as part of the planned extension of the city centre and one of the keys to its success will be integration with the existing town centre. 59% of respondents to the Developing Options consultation wished to see Hereford town centre and retail growth to be planned as a whole. The Hereford Area Plan will contain detailed proposals to support this.

6.2.15 This new shopping provision will be reflected within the Hereford Place Shaping Policy and is expected to cater for the early to medium term retail need. More uncertainty exists later in the plan period and any additional retail requirements will be allocated within the Hereford Area Plan.

Higher Education

6.2.16 The schools in Hereford continue to attract people to the area but the ability to capitalise on those with higher skills in terms of employment opportunities within the county remains a challenge. The Hereford City Centre Regeneration Strategy includes proposals for additional higher education facilities highlighting Blackfriars Street as a University centre in conjunction with other facilities at Holme Lacy College, the Learning Village at Folly Lane and other locations within the market towns to improve higher education facilities in the county.

Country Park

6.2.17 The Green Infrastructure Study has highlighted a need for an additional country park and open space facilities within and around the city. To the south of the existing urban area, a new country park is proposed at Belmont and is a 'saved policy' within the adopted Unitary Development Plan. The possibility of an additional country park to the east of the city is being investigated.

Herefordshire and Gloucestershire Canal

6.2.18 The Herefordshire and Gloucestershire Canal has been subject to a long term restoration project with the aim to re-opening the canal link between Hereford and the Severn at Gloucester. Some sections have already been restored. Recognising the tourism, leisure and economic potential of the project, the Core Strategy will continue to safeguard its original and divisionary route.

Core Strategy Objectives

The set of preferred options will assist in achieving all of the Core Strategy objectives (see Section 4)



Hereford Transport Options

6.2.19 Improving a number of the existing transport constraints within the city will be key to facilitating the growth of Hereford. The consultation responses to the transport options highlighted below will not only help to inform the Core Strategy but will also be used to help develop the Local Transport Plan 3 and the Hereford Area Plan.

Sustainable transport improvements

6.2.20 The need for a second highway crossing over the River Wye, to provide relief from traffic and reduce congestion and air pollution in the centre of Hereford, has been established through several studies and has been supported through public consultations. In order for the crossing to have full effect it would need to link up with key radial routes converging on the city, enabling the distribution of traffic outside the city centre and surrounding residential areas. The proposed housing growth for the county has been assessed in terms of transport infrastructure requirements and this work has reconfirmed the need for a second river crossing, forming part of a relief road.

6.2.21 However, a relief road, on its own will not provide a complete solution to Hereford's transport problems.

6.2.22 Whilst the provision of the new road would initially reduce levels of through traffic and provide significant relief for congested parts of the network, the level of proposed housing and employment land development will generate an overall increase in traffic levels. In addition, there is evidence that the provision of new roads results in 'induced traffic'. This is new traffic generated in response to the capacity released by the new infrastructure. Consequently, we need to develop a complementary package of measures which ensure best use of new infrastructure and restrict the tendency for induced traffic. Without this package, it is likely that levels of congestion currently experienced during peak periods will continue even with the relief road in place.

6.2.23 A range of sustainable transport options have been identified to support the relief road and ensure that the level of housing growth proposed can be accommodated. The three options identified a varying range of sustainable transport improvements and introduce the link between increased motoring costs to improved public transport and sustainable transport improvements. The term demand is used to describe this relationship within the three options.

6.2.24 The Core Strategy will need to reflect any strategic requirements for sustainable transport measures across the city or county. Although the level of detail shown within these options may not be appropriate within the Core Strategy, the consultation responses on the options will be used to inform the Local Transport Plan 3 and the Hereford Area Plan.



Option 1 – Sustainable transport improvements

6.2.25 Option 1 will continue with the current levels of provision of sustainable transport facilities and will not include any additional demand management measures. The relief road will provide some relief for the additional traffic generated by the proposed development for Hereford. However, it is unlikely that this will address traffic growth and it is anticipated the current levels of congestion will continue and worsen, particularly if car based travel within and into Hereford is not addressed through increased demand management measures.

Promotions	<ul style="list-style-type: none"> • Maintain existing level of investment in promoting alternatives to car use
Walking	<ul style="list-style-type: none"> • Improvements in pedestrian facilities
Cycling	<ul style="list-style-type: none"> • Expansion of cycle routes and infrastructure
Buses	<ul style="list-style-type: none"> • Development of smart ticketing on buses • North and south (A49) Park & Ride sites • Minimal increase of bus priorities
Rail	<ul style="list-style-type: none"> • Promotion of rail service improvements
Car Use	<ul style="list-style-type: none"> • Maintain existing highway network for car users
Car Parking	<ul style="list-style-type: none"> • Increase car park pricing in line with inflation
Road Safety	<ul style="list-style-type: none"> • Continue with ongoing programme of improvements and education

Option 2 – Sustainable transport improvements linked to measures for ‘demand management’ of car use.

6.2.26 Option 2 seeks an acceleration in the provision of sustainable transport facilities (above current levels) and these will be supported by an increase in measures to manage demand for car use. Demand management measures can be designed to increase use of the relief road, providing greater relief from traffic in the central area. Demand management can also favour sustainable travel use in Hereford. Funding for sustainable transport infrastructure could be increased through increased charging at car parks and introducing on-street charges.

Promotions	<ul style="list-style-type: none"> • Maintain existing level of investment in promoting alternatives to car use
Walking	<ul style="list-style-type: none"> • Improvements in pedestrian facilities
Cycling	<ul style="list-style-type: none"> • Accelerated expansion of cycle routes and infrastructure • City wide hire scheme
Buses	<ul style="list-style-type: none"> • Development of smart ticketing on buses • Expansion of Park & Ride sites other than those identified along A49 • Introduction of bus priorities on some key corridors
Rail	<ul style="list-style-type: none"> • Promotion of rail service improvements
Car Use	<ul style="list-style-type: none"> • Reduction in highway capacity for car users on some routes and within the central area
Car Parking	<ul style="list-style-type: none"> • Increase car park charging to a level comparable with similar retail centres elsewhere • Expanded residential parking schemes and introduce on-street parking charges
Road Safety	<ul style="list-style-type: none"> • To continue with ongoing programme of improvements and education • Introduction of 20mph zones within residential zones and at schools



Option 3 – Significant sustainable transport improvements linked to measures for ‘demand management’ of car use.

6.2.27 Option 3 seeks to increase the levels of investment in Hereford’s sustainable transport network and introduce a substantial increase in measures to manage demand for car use. The relief road will provide relief from the additional traffic generated by the proposed developments in Hereford with considerably less road traffic within central Hereford. Major improvements to sustainable transport infrastructure will be funded through substantial increase in charges associated with car use.

Promotions	<ul style="list-style-type: none"> • Significant increase in investment, promoting alternatives to car use
Walking	<ul style="list-style-type: none"> • Significant improvements in pedestrian facilities and extension of city centre pedestrianisation, reducing road space for car use
Cycling	<ul style="list-style-type: none"> • Significant expansion of cycle routes and infrastructure – reallocating road space from car users • City wide cycle hire scheme
Buses	<ul style="list-style-type: none"> • Development of smart ticketing on buses • Expansion of Park & Ride sites other than those identified along A49 • Introduction of bus priorities at all key junctions in the central area
Rail	<ul style="list-style-type: none"> • Promotion of rail service improvements
Car Use	<ul style="list-style-type: none"> • Significant reduction in highway capacity for car users in central Hereford • Road user charging within historic core
Car Parking	<ul style="list-style-type: none"> • Significant increase in car park charges, above inflation and above rates charged in similar centres • Introduction on on-street charging • Expanded residential parking schemes • Introduction of Work Place Parking Levy
Road Safety	<ul style="list-style-type: none"> • Introduction of 20mph zones within residential zones and at schools • Car free zones at schools

Need for a Hereford relief road

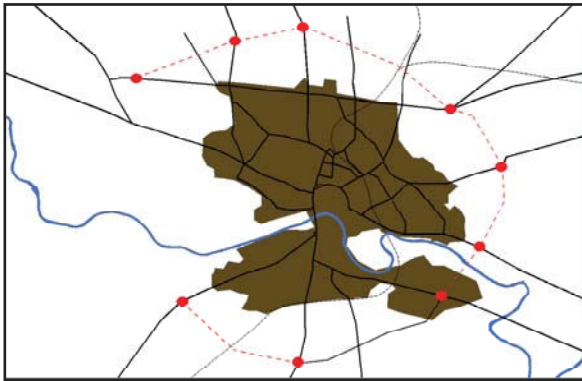
6.2.28 The Developing Options consultation highlighted that 79% of respondents felt that the blended package of transport measures including public transport improvements and the provision of a relief road would be the preferred solution to traffic constraints in Hereford. There was no clear preferred east or west route at that stage with 48% preferring the eastern route and 52% preferring the western route.

6.2.29 The Hereford Multi Modal Model Forecasting Report (MMM) examines the potential impacts on the existing road network of future housing and employment development in Hereford up to 2026. A copy of the full Hereford Multi Modal Model Forecasting Report is available to view on Herefordshire Council’s website.

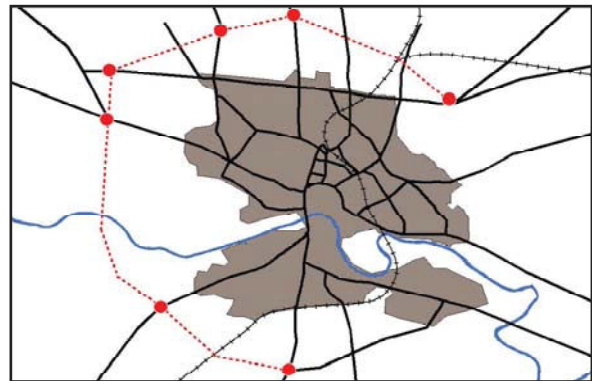
6.2.30 For the purposes of this stage of the Core Strategy, a strategic transport model (SATURN) of Hereford was constructed and used to test the impact of the proposed development options during peak travel times (08:00 to 09:00 and 17:00 to 18:00). The housing and employment options were tested with potential sites being identified from housing and employment land assessments. The development options were considered using three strategic highway scenarios: No road, an eastern relief road and a western relief road.



6.2.31 The maps below show the indicative route alignments only which were used within the Hereford Multi Modal Model to test the development options.



Indicative alignment of the eastern relief road as tested within the MMM



Indicative alignment of the western relief road tested within the MMM

6.2.32 The scale of development proposed for Hereford will cause significant additional traffic congestion if there are no substantial improvements to the city's transport infrastructure. Analysis of the impacts of the no-road scenario against the proposed development options indicates a significant detrimental effect on the operation of Hereford's highway network. Many junctions are forecast to be operating beyond their capacities, journey speeds will be significantly reduced and delays will become commonplace. For this reason the 'no-road' option has been discounted in consideration of the housing options outlined in the next section.

6.2.33 The transport modelling undertaken indicates that the relief road will provide relief to this additional increase in demand. The eastern and western relief road options perform differently according to which development (housing and employment land) is being assessed. Data on the estimated change in peak flows and the number of junctions operating over capacity have been used to indicate which directional route would work best with each of the development options. This data can be seen within the Movement Policy Development Paper available on Herefordshire Council's website.

6.2.34 Whilst the modelling work has indicated the need for an relief road to enable the level of development identified in the spatial strategy, a wide range of further technical work needs to be undertaken to fully assess a preferred route corridor. This work is ongoing. In the interim, a high level assessment of the environmental issues which are likely to be encountered for either option has been undertaken and is summarised on pages 33 and 34.



Environmental statements on relief road corridors

6.2.35 The provision of a relief road will have significant impacts whichever route is chosen. These impacts need to be clearly identified and mitigated. Detailed work has commenced (as of January 2010) which will identify the impacts and help determine a preferred route. Initial assessment of the areas to the east and west of the city which would be affected by the relief road have been carried out to help inform this Place Shaping Paper. The following summary provides an overview of the key environmental characteristics of the western and eastern corridors through which route options will need to be assessed.

Western corridor route

6.2.36 Some 80% of the corridor route is considered to fall within the highest or high-medium categories of landscape sensitivity defined around the city. Currently, part of the corridor could be said to be relatively tranquil with low to medium levels of light pollution despite lying adjacent to edges of Hereford.

6.2.37 Biodiversity potential is high with significant areas of woodland, watercourses and hedgerow patterns. In particular, the River Wye is both a Site of Special Scientific Interest (SSSI) and Special Area of Conservation (SAC). A number of priority habitats are present together with a range of priority species. Route options would need to take into account and mitigate the potential for fragmentation and isolation of habitats. However, it is considered that the western corridor has less ecological constraints than that to the east.

6.2.38 The potential for buried archaeology is considered to be high and with a number of listed buildings nearby some of which are associated with designated landscapes. Settlement throughout this corridor is widely dispersed but frequent and the scale of enclosure suggests continuous and prolonged agricultural activity.

Eastern corridor route

6.2.39 As with the west, much of the corridor to the east of Hereford is of the highest or high-medium landscape sensitivity. A large part is low-lying within a floodplain and this may influence the form of construction and hence effect upon the landscape. Generally a flatter course would be possible. The eastern approaches of the city are relatively tranquil whilst levels of light pollution vary reflecting both the topography and greater mix of development types around this particular part of Hereford's approaches.

6.2.40 Not only will an eastern route have to cross the River Wye, which is an SSSI and SAC, but it would need to traverse the River Lugg floodplain, an area of extremely high biodiversity value. The River Lugg is similarly a SSSI and a SAC with the Lugg Meadows also designated a SSSI. This route corridor has a greater area of designated ecological sites and sensitivities than a route to the west.



6.2.41 The potential for buried archaeology is also high and a number of Scheduled Ancient Monuments are present. Conservation areas exist just beyond the western and eastern fringes of the route corridor. The corridor contains a limited number of designated landscapes.

How the Sustainability Appraisal and Habitats Regulations Assessment have influenced the transport options:

Sustainability Appraisal - At this stage the sustainability workshop did not fully SA the options for a western or eastern relief road. An SA was undertaken on the directional options during the Developing Options stage and the western route was found to be neutral with the eastern route moving away from sustainability. Although, further information is included within this Place Shaping Paper it is considered that the most appropriate stage to SA a potential direction for a road would be following the result of the 'Study of Options for the Hereford Relief Road' which is anticipated in summer 2010.

Habitats Regulations Assessment - The HRA would favour the western alignment of the relief road because that would avoid the additional bridge(s) over the River Lugg needed for an eastern alignment. However, whichever route is chosen, once it is completed and suitable run-off drainage measures are in place, there should be no long term, direct adverse impacts on the quality and quantity of the water in the rivers concerned.

Urban expansion options

6.2.42 Five strategic locations have been highlighted within SHLAA as having potential to accommodate some of the growth required for Hereford in the form of an urban expansion.

- Bullinghope
- Holmer East
- Holmer West
- Three Elms/Kings Acre
- Whitecross

6.2.43 The development of new homes at the Urban Village has been established through the city centre regeneration proposals and as such has been highlighted within the previous section. Any expansion options will include 800 new homes at the Urban Village as a constant due to the site being within the current built form and brownfield land. In addition, Rotherwas Industrial Estate will remain the main focus for employment development in Hereford in all expansion options as highlighted within para 6.??.

6.2.44 In order to accommodate the required 5,300 new homes indicated within the strategy, there will be a need to develop on greenfield sites on the edge of Hereford, some of which have been highlighted within SHLAA as having significant constraints. Growth will take the form of well planned urban extensions incorporating a number of associated uses and facilities and necessary infrastructure.



6.2.45 The five strategic sites fall to the north, south and west of the city. There have been no strategic sites highlighted by SHLAA to the east of the city. This is due to landscape, ecological designations and flooding constraints making the identification of any site over 500 new homes difficult. The main question for this section is in which directions should Hereford expand.

Western expansion (Three Elms/Kings Acre and Whitecross)

6.2.46 Two locations have been highlighted in the west, Three Elms/Kings Acre and Whitecross.

6.2.47 The Three Elms/Kings Acre location is situated to the north of the A438 in an area of low/medium landscape sensitivity. Some parts are currently constrained by flooding which it is anticipated will be alleviated by the works being planned as part of the flood alleviation scheme on the Yazor Brook. Huntingdon Conservation Area is also nearby and any future development will need to take the protection and enhancement of its setting into account.

6.2.48 The Whitecross location is situated to the south of the A438. The majority of this area is situated within high/medium landscape sensitivity. Any development would need to take into account the need to mitigate these landscape issues.

6.2.49 Some development will need to take place to the west of Hereford, in order to meet the required number of new homes for Hereford. It is considered that planning for urban growth to the west of the city could combine the sites at Whitecross and Three Elms within one master plan. This would enable the western edge of Hereford to be designed comprehensively to integrate any new development into the surrounding landscape and existing urban areas as well as creating a well planned and designed urban extension to the city. These locations feature in Options 1, 2, 3 and 4.

Opportunities for western expansion

6.2.50 This western extension would include;

- Between 1500 and 4000 new homes on two strategic locations
- % of affordable housing
- 10 hectares of employment land linked to the new livestock market
- Green infrastructure including green buffers, strategic greenways, woodlands and orchards
- Neighbourhood retail centre
- Community facilities
- Improvements to sewerage capacity
- Walking and cycling routes (greenways) to local schools and employment areas
- Developer contributions to the transport improvements
- Contributions to education/extra school capacity at local schools/possible additional school places
- Retention of the setting of Huntingdon Conservation Area
- Protection of Yazor Brook
- Provision of open play space
- Zero carbon scheme



Southern expansion (Bullinghope)

6.2.51 Bullinghope has been highlighted as a possible area for expansion to the south of the city. This location is to the east of Lower Bullingham Lane between the railway line and the Rotherwas Access Road. This location is not that which was formally identified within the Unitary Development Plan. Some areas adjacent to this location are constrained by flooding and some development will need to take place within areas of high/medium sensitivity landscape which might require mitigation. This location features in Options 2, 3 and 4.

Opportunities for the southern expansion

6.2.52 Any southern expansion would include;

- Up to 1000 new homes at one strategic location
- % of affordable housing
- Walking and cycling links (greenways) to Rotherwas and south of city
- Improvements to the sewerage capacity
- Green infrastructure including meadows, orchards, strategic greenways, green buffers and local green corridors
- Open play space provision
- Community facilities
- Neighbourhood retail facilities
- Contributions to the transport improvements
- Contributions to education to ensure longevity of schools to provide for future pupil numbers

6.2.53 Rotherwas Industrial Estate would continue to be the main focus for employment development within the city.

Northern expansion (Holmer)

6.2.54 Two possible locations have been highlighted within the north of the city for expansion. Holmer West is to the west of the A49 within an area of medium landscape sensitivity. Some flood areas exist to the south and east of the location which any development of this land would need to take into account. Holmer East is situated on the Roman Road near to the railway line. This location is within landscape of low-medium sensitivity and adjacent to an existing outstanding planning permission for residential development.

6.2.55 The Holmer East location has the potential for either new homes or new employment land. The major focus for new employment land will continue to be at Rotherwas, however in order to improve the portfolio of sites and provide some available land in the north, this location has the best potential being close to existing employment areas to the south of the Roman Road. These locations feature in Options 1, 2, 3 and 4



Opportunities for northern expansion

6.2.56 A small urban extension taking place in the north at Holmer West would include the following;

- Up to 500 new homes
- % of affordable housing
- Green infrastructure including orchards, meadows, strategic greenways, green buffers and local corridors
- Improvements to the sewerage capacity
- Walking and cycling links (greenways) to local schools and employment sites
- Developer contributions to the transport measures
- Provision of open play space
- Contributions to education to ensure longevity of schools to provide for future pupil numbers

6.2.57 A small urban expansion taking place at Holmer East would include;

- Up to 500 new homes or 5 hectares of employment land near railway line
- % of affordable housing (if housing site)
- Green infrastructure including orchards, meadows, strategic greenways, green buffers and local corridors
- Improvements to the sewerage capacity
- Walking and cycling links (greenways) to local schools and employment sites
- Developer contributions to transport measures
- Provision of open play space (if housing site)
- Contributions to education to ensure longevity of schools to provide for future pupil numbers

6.2.58 The above five locations have been combined into four options for urban expansion in order to accommodate the required 5300 new homes as set out in the spatial strategy. As stated previously, all options will include 800 new homes at the Urban Village and some development to the west of Hereford. The combination of sites shown within the options represents a directional focus. There will also be an indication within each option of which route of the relief road would give the most benefit in terms of reducing traffic movements.

6.2.59 The four options are as follows:

- Option 1 - North west focus
- Option 2 - South west focus
- Option 3 - South north focus
- Option 4 - Dispersed

6.2.60 None of the options highlighted on the following pages were tested through the Developing Options consultation in the format they are now presented. However, directions of growth to the south and west and dispersing growth around the city were included. The responses to the Developing Options consultation highlighted that dispersed growth to a number of smaller areas around the city was preferred.



Option 1: North-western focus

6.2.61 This option seeks to accommodate the growth of Hereford in a north-western focus. This would see urban extensions at Whitecross, Three Elms/Kings Acre and Holmer West together with the Urban Village within the city. Employment growth would be seen at Rotherwas in the south, with additional land at Three Elms/Kings Acre and Holmer East to the north.

Brownfield Development

As highlighted within section 6.2.11, 800 new homes would be provided within the Urban Village and employment on Rotherwas Industrial Estate

Holmer

This would see a small expansion of 500 homes in Holmer West and a 5 hectare employment site in Holmer East. The list of possible additional facilities can be seen in para 6.2.56 and 6.2.57

Whitecross and Three Elms/Kings Acre

This would see the largest growth in the west of Hereford with up to 4000 new homes on two locations and 10 hectares of employment land. The list of possible additional facilities can be seen within para 6.2.50. This option would require a masterplan for the western expansion of Hereford with both locations to be planned in combination.

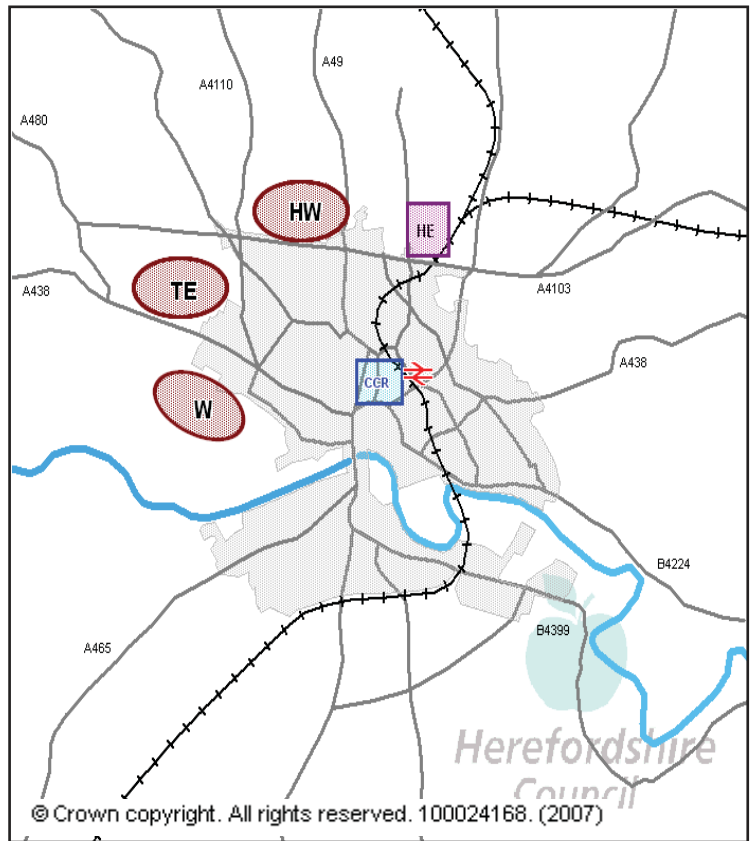
Relief Road

An eastern relief road would work best with this option in highways terms as tested in the Hereford Multi Modal Model Forecasting Report.

Core Strategy Objectives

The development of Hereford with housing growth, employment land provision together with associated developer requirements will help achieve a range of social, economic and environmental objectives in particular the option will address objectives 1, 2, 4, 5, 6, 10, 11, 12.

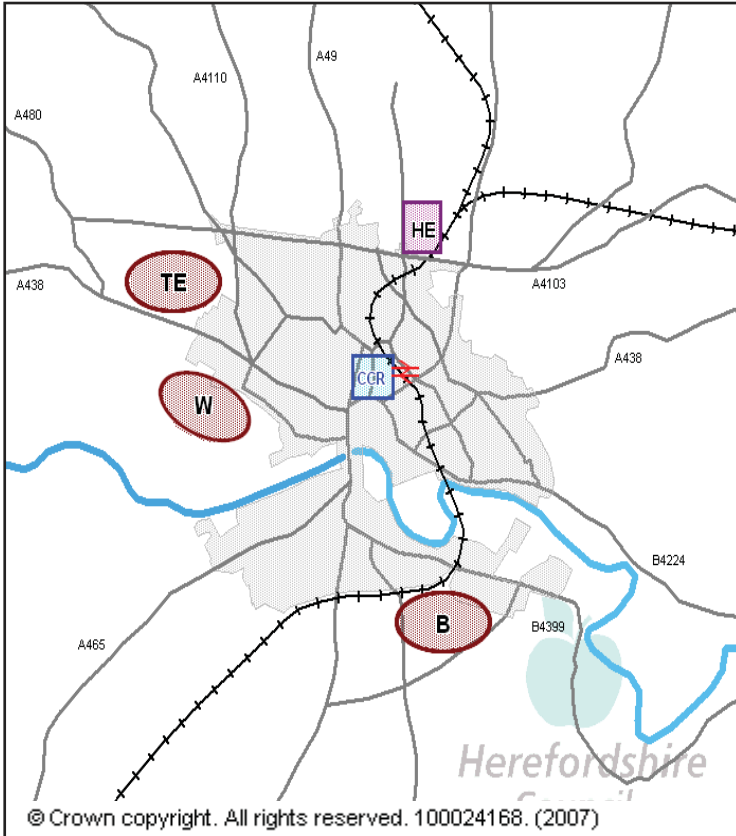
Hereford Option 1 map



Option 2: South-western focus.

6.2.62 This option seeks to accommodate the growth of Hereford with a south-west focus. This would see urban extensions at Whitecross, Three Elms/Kings Acre, Bullinghope together with the Urban Village in the city. New employment growth would continue to be focused at Rotherwas with additional land at Three Elms/Kings Acre and Holmer East to the north.

Hereford Option 2 map



Key

- TE Option for housing growth
TE - Three Elms, W - Whitecross, B - Bullinghope
- HE Option for employment growth
- River Wye
- CCR City Centre Redevelopment

Whitecross and Three Elms/Kings Acre
 This would see 500 new homes less to the west of Hereford than Option 1 with up to 2000 new homes at Whitecross and 1500 new homes and 10 hectares of employment land at Three Elms/Kings Acre. Again, this option would require both locations to be planned in combination. Additional requirements can be seen in para 6.2.50. An additional 5 hectares of employment land would be provided at Holmer East.

Bullinghope
 This would see a 1000 home expansion at Bullinghope together with the continuing focus on employment development at Rotherwas. See para 6.2.52 for additional development requirements. Expansion to the south would provide good links to the existing principal employment area in Hereford.

Brownfield Development
 As highlighted within section 6.2.11, 800 new homes would be provided within the Urban Village.

Core Strategy Objectives
 The development of Hereford with housing growth, employment land provision together with associated developer requirements will help achieve a range of social, economic and environmental objectives in particular the option will address objectives 1, 2, 4, 5, 6, 10, 11, 12.

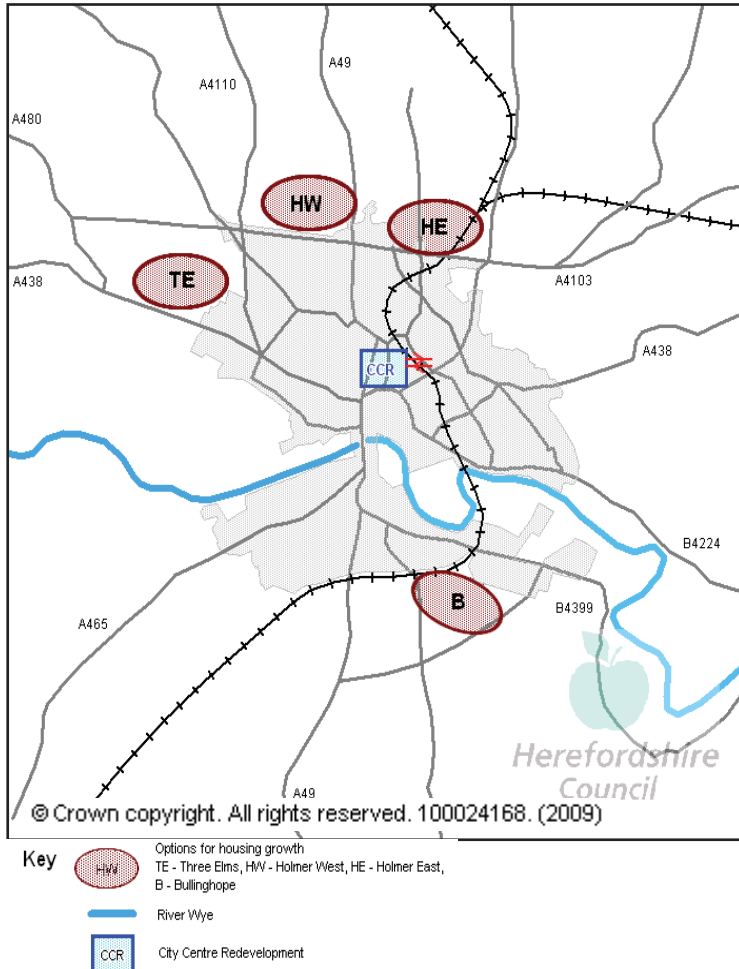
Relief Road
 Either route of the relief road would work best with this option in highways terms as tested in the Hereford Multi Modal Model Forecasting Report.



Option 3: North-south focus

6.2.63 This option seeks to accommodate growth for Hereford in a north-south focus. This would see urban extensions at Three Elms/Kings Acre, Bullinghope, Holmer East and Holmer West together with the Urban Village in the city. New employment growth would continue to be accommodated at Rotherwas with additional land at Three Elms/Kings Acre.

Hereford Option 3 map



Three Elms/Kings Acre
This Option would see the smallest expansion to the west of 2,500 at Three Elms/Kings Acre together with 15 hectares of employment land. This smaller expansion may not be able to provide all the facilities highlighted within para 6.2.50.

Bullinghope
Similar to Option 2, this option would see a 1000 home expansion in Bullinghope. Again additional requirements can be seen in para 6.2.52.

Holmer East and West
This Option would see two areas for expansion in Holmer, each of 500 new homes. The additional facilities required can be seen in para 6.2.56 and 6.2.57.

Brownfield Development
As highlighted within section 6.2.11, 800 new homes would be provided within the Urban Village and employment on Rotherwas Industrial Estate.

Relief Road
An eastern relief road would work best with this option in highways terms as tested in the Hereford Multi Modal Model Forecasting Report.

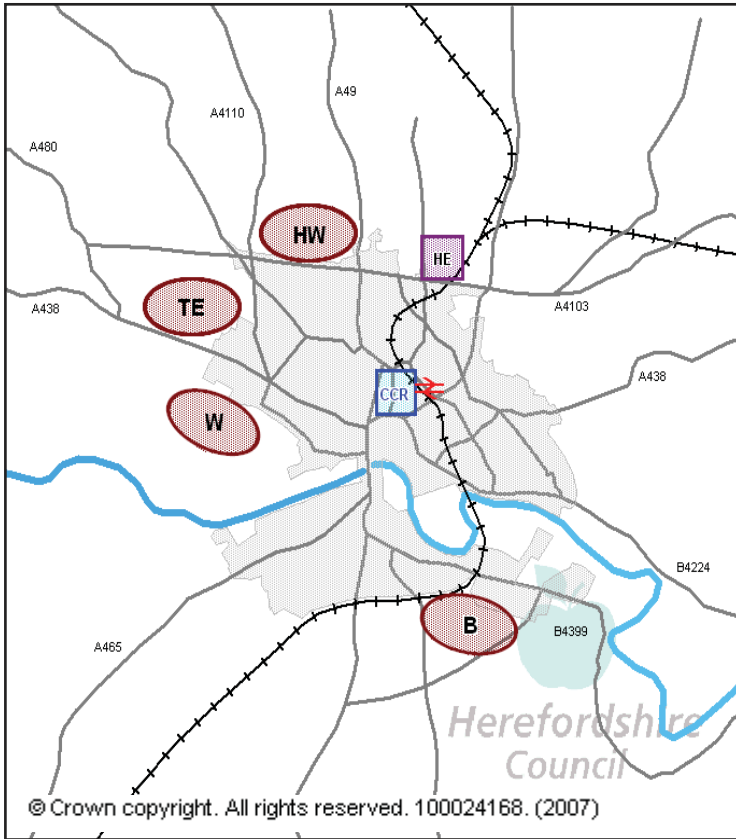
Core Strategy Objectives
The development of Hereford with housing growth, employment land provision together with associated developer requirements will help achieve a range of social, economic and environmental objectives in particular the option will address objectives 1, 2, 4, 5, 6, 10, 11, 12.



Option 4: Dispersed Option.

6.2.64 This option seeks to disperse development around the city. This would include some development on all the highlighted possible strategic sites including Whitecross, Three Elms/ Kings Acre, Bullinghope and Holmer West as well as the Urban Village. Employment land would continue to be focused at Rotherwas and some additional land at Three Elms and Holmer East.

Hereford Option 4 map



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Key

- TE Options for housing growth
TE - Three Elms, HW - Holmer West, W - Whitecross, B - Bullinghope
- HE Option for employment growth
- River Wye
- CCR City Centre Redevelopment

Bullinghope
Similar to options 2 and 3, this option would see 1000 home expansion in Bullinghope. The additional requirements can be seen in para 6.2.52.

Whitecross and Three Elms/Kings Acre
This would see the expansion in the west of 1,500 new homes both on the Whitecross and Three Elms locations at total of 3,000 new homes to the west and 10 hectares of employment land. Additional facilities required are highlighted with para 6.2.50.

Holmer East and West
This would see a 500 home expansion at Holmer West and a 5 hectare employment expansion to Holmer East. Additional requirements can be seen in para 6.2.56 and 6.2.57

Brownfield Development
As highlighted within section 6.2.11, 800 new homes would be provided within the Urban Village and employment on Rotherwas Industrial Estate.

Relief Road
A western relief road would work best with this option in highways terms as tested in the Hereford Multi Modal Model Forecasting Report

Core Strategy Objectives
The development of Hereford with housing growth, employment land provision together with associated developer requirements will help achieve a range of social, economic and environmental objectives in particular the option will address objectives 1, 2, 4, 5, 6, 10, 11, 12.



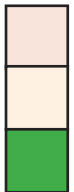
How the Sustainability Appraisal and Habitats Regulations Assessment have influenced the urban expansion Options:

The workshops highlighted that there were very little difference between the options in SA terms. Many of the concerns raised during the workshops will be addressed by the general core policies within the Core Strategy, therefore it should be made clearer that the plan should be read as a whole.

A list of development requirements has been included for each potential strategic locations which include reference to walking and cycling links to employment areas and local schools to address issues raised at the workshop. Outstanding issues including design, level of affordable housing and the landscape quality will be addressed within the Core Strategy submission policy and subsequent masterplan of each of the urban extension areas.

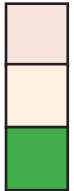
Option 1:

Sustainability Appraisal - Overall Option 1 with mitigation is considered to be moving towards sustainability when assessed against SA objectives. Within the workshops, Option 1 was highlighted as being the least sustainable when compared to the other options in terms of providing employment near to available workforce as no homes are proposed in the south of the city for this Option.



Option 2:

Sustainability Appraisal - Overall Option 2 with mitigation is considered to be moving towards sustainability when assessed against SA objectives. Within the workshops, Option 2 was highlighted as being the least sustainable when compared to the other options on historic landscape grounds as there are potentially more homes within sensitive landscapes.



Option 3:

Sustainability Appraisal - Overall Option 3 with mitigation is considered to be moving towards sustainability when assessed against SA objectives. Within the workshops, Option 1 was highlighted as being the least sustainable when compared to the other options on landscaping grounds as there are potentially more homes within sensitive landscapes.



Option 4:

Sustainability Appraisal - Overall Option 4 is considered to be neutral when assessed against SA objectives.



Habitats Regulations Assessment for all Options - The HRA would favour the western alignment of the Relief Road because that would avoid the additional bridge(s) over the River Lugg needed for an eastern alignment. However, whichever route is chosen, once it is completed and suitable run-off drainage measures are in place, there should be no long term, direct adverse impacts on the quality and quantity of the water in the rivers concerned.



Summary of Urban Expansion Options

6.2.65 The table below summaries the 4 urban expansion options outlined above.

	Option 1	Option 2	Option 3	Option 4
Bullinghope		1000 new homes	1000 new homes	1000 new homes
Holmer East	5 hectares of employment land	5 hectares of employment land	500 new homes	5 hectares of employment land
Holmer West	500 new homes		500 new homes	500 new homes
Three Elms / Kings Acre	2000 new homes and 10 hectares of employment land	1500 new homes and 10 hectares of employment land	2500 new homes and 15 hectares of employment land	1500 new homes and 10 hectares of employment land
Urban Village	800 new homes	800 new homes	800 new homes	800 new homes
Whitecross	2000 new homes	2000 new homes		1500 new homes
Best relief road route	East	Either	East	West
SA	Neutral	Neutral	Neutral	Neutral

Alternative site not yet included with the options.

6.2.66 The Hereford Racecourse is identified as a potential site but with significant constraints for around 600 homes within the Strategic Housing Land Availability Assessment (SHLAA) but has not been included within any of the options highlighted above. This is due to questions outstanding regarding;

- The deliverability of the site within the plan period,
- The loss of public open space and recreation facilities,
- The potential for some of the site for a Park and Ride facility and
- The need to find alternative sites for the Racecourse and recreation facilities.

6.2.67 To date Herefordshire Council, as landowner, has not carried out any feasibility study as to its potential for redevelopment.

6.2.68 If the site is deemed suitable, it could form part of any of the options highlighted above. The Core Strategy would need to address the issue of a relocated Racecourse/recreation facility and the loss of open space and amenity area.



Alternative urban expansion options not taken forward.

6.2.69 The Developing Option Paper suggested three options for Hereford's direction of growth. These options have been incorporated within the refined options highlighted above.

1 Land to the south.

This direction of growth has been included in the south-west focus (Option 2) and north-south focus (Option 3).

2 Land to the west

This direction of growth has been included in all three options either as Whitecross or Three Elms/Kings Acre.

3 Combination of site to the south and west

This option has also been included in the south-west (Option 2) and the north-south focus (Option 3).

4 Land to the north was suggested through the Developing Options consultation and has been included within all four options either as employment or housing land.

Your views

Are there any additional issues in Hereford that the Hereford Area Plan could address?

Do you agree with the preferred options for the urban area of Hereford?

Which of the options for sustainable transport measures options do you prefer – Option 1, 2 or 3?

Which route of the relief road would you prefer – eastern or western?

Which urban expansion option do you prefer – Option 1, 2, 3 or 4?

Should the Racecourse be included in the options?

Is there an alternative combination of locations to form an alternative option?



Section 6.3: Bromyard

6.3.1 Bromyard is located on the A44 midway between Hereford and Worcester. Its main role is as service centre to its rural hinterland. It has a population of around 4,600 and approximately 1,930 households. A number of housing proposals in the existing Unitary Development Plan have not been completed. These include Porthouse Farm, the Highways Depot and land attached to Ashfields. Although not part of the Core Strategy strategic options, these sites are expected to be developed in the plan period.

Key issues

6.3.2 The key issues outlined below have emerged from our evidence base studies, consultations undertaken so far and existing research. The Core Strategy will address many of the issues facing Bromyard, however, the Market Towns and Rural Areas Plan, which will follow the Core Strategy, will address some of the more detailed area specific issues identified below.

Social Issues:

- Average house prices above sub-regional average (£250,695) – affects affordability of housing (SHMA)
- Dominated by detached housing (55.9%) – need for greater range of house types (SHMA)
- Insufficient capacity in the sewerage network (Welsh Water)
- Poor access to certain services i.e. leisure
- Higher than county average number of people travelling more than 10km to work (38% compared to 27%) - lack of access to jobs
- Under provision of formal parks/gardens (Open Space Study)
- Need relief road to industrial estate (Developing Options consultation)

Environmental issues:

- Flooding from the River Frome to the east of the town (SFRA)
- Bromyard is located on the side of a valley and is highly visible in the landscape and bounded by the Bromyard Downs to the east
- Under-investment and neglect of the built and natural environment (Parish Plan Analysis)
- The ecological status of the River Frome is poor (Water Cycle Strategy)

Economic Issues:

- Higher than county average employed in manufacturing (21.5% compared to 17.4%) – need to diversify business base
- Higher than average working age population with no qualifications (28.2% compared to 23.1%) – lack of skilled workforce
- Failure to capitalise on tourism (Parish Plan Analysis)
- Vulnerable retail sector with above national average number of vacant shops (Retail Study)
- Poor broadband coverage to north west of town
- Theoretical potential for expanding the non-food retail offer in the town centre (Retail study)
- Lack of central car parking and improved signage needed (Developing Options consultation)

NB: Unless otherwise stated, information has been sourced from the State of Herefordshire Report 2009 and Market Towns Area Profiles. These can be found on the Herefordshire Partnership website (www.herefordshirepartnership.com).



What the preferred strategy means for Bromyard

6.3.3 Bromyard is highly constrained in environmental terms but the spatial strategy proposes to direct some development there to support its service centre role and meet local housing needs. Considerable mitigation will be required to offset any adverse impacts on the environment.

New homes

The spatial strategy indicates that in the region of 250 new homes on strategic sites need to be allocated in Bromyard over a 20 year period from 2006. The amount of housing reflects the spatial strategy outlined in Section 5 and the fact that Bromayrd is constrained to the east of the town by land liable to flood and picturesque, rising land to both east and west. These factors limit the amount of developable land available. Three possible options for the location of new housing are shown in Bromyard Option maps 1, 2 and 3.

New infrastructure

Improvements to the Petty Bridge sewerage treatment works would be needed as a result of developing new homes. This may need to be part-funded by developer contributions. A relief road was considered through the UDP but was concluded not to be feasible. The limited scale of growth in Bromyard this plan period does not alter this conclusion.

New community facilities

The Open Space Study has identified a need for a new formal park or garden in Bromyard. Further community facilities may be required, these will be addressed by the Market Towns and Rural Areas plan.

New jobs

The employment land survey indicates that around 5 hectares of the existing protected employment land at Linton Trading Estate needs to be replaced, as the existing site is considered to be of poor quality and unlikely to be delivered in the plan period. For this reason an alternative site immediately to the east of the existing site is proposed as a replacement employment allocation. In addition, as part of the Market Towns and Rural Areas Plan, the allocation of additional small scale employment sites will be considered to boost the economic viability of the town given the net outflow of workers highlighted by the Census. Equally, the use of live/work opportunities could be considered as part of the strategic housing extensions to the town.

New shops

The Retail Study recognises that Bromyard has very limited potential for new convenience (food) or comparison goods (non-food) floor space up to 2016, although it does identify potential on the land to the south of the town centre boundary to the north of the A44. New development in this location could assist the vitality and viability of the Broad Street area of the town centre. The preparation of the Market Towns and Rural Areas Plan will need to address these retail issues.

What are the Options for Bromyard?

6.3.4 There are three options for developing the role of Bromyard as a key service centre to its rural hinterland which involve distributing around 250 houses and 5ha of employment land as well as new community facilities and infrastructure where needed.



Common to all options

- Restrictions to existing sewerage capacity at Petty Bridge, developer contributions would be required to remedy this situation
- The ecological status of the River Frome is poor and new homes in the sub-catchment may need mitigation to address this issue
- Opportunity to address issues of affordability and better range of house types as Bromyard has an over predominance of detached dwellings (SHMA)
- All options involve using greenfield land considered to be of medium to high or high sensitivity in landscape terms as identified in the Strategic Housing Land Availability Assessment
- All options are located in areas at low risk of flooding
- All options could include live/work units to address economic diversification issues
- All options would require improvements to walking and cycling links to the town centre
- Contributions to education to ensure longevity of schools and to meet increased demand for school places

Option 1:- A northern focus

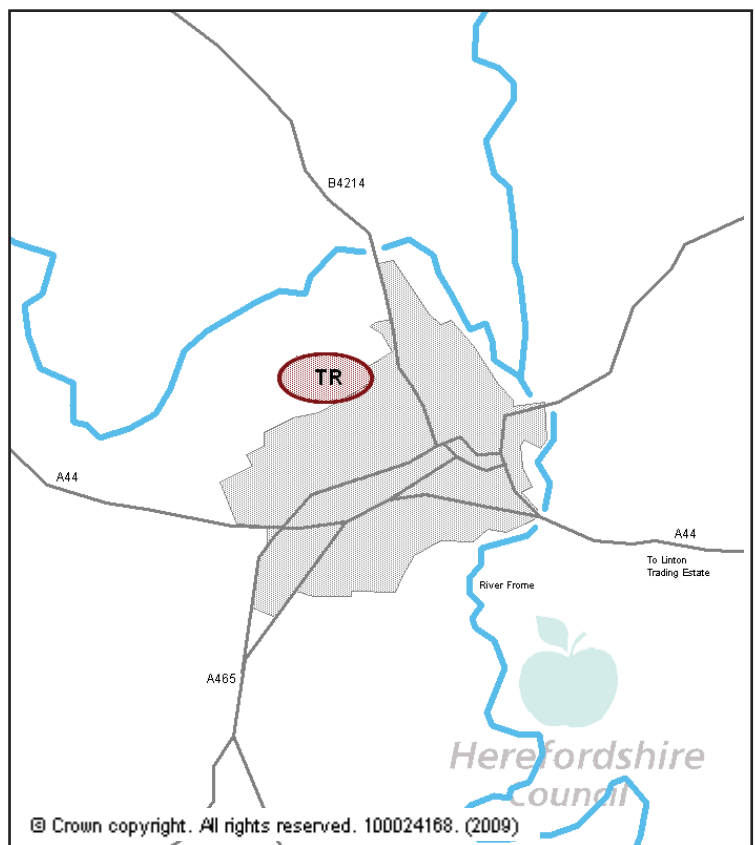
6.3.5 This option will include:

- Around 250 new homes to the north of the town (TR)
- Redevelopment and extension of employment land at Linton Trading Estate to provide 5ha

Constraints

- Land to north of Bromyard is identified as having high sensitivity in landscape terms – this will need significant mitigation to be considered acceptable in visual terms and to link to the existing form of the town.
- The land in this option is considered sensitive in historical environment terms (HEDIDS Study) which may affect site layout and design.

Bromyard Option 1 map



Key Options for housing growth
TR - Tenbury Road

Core Strategy Objectives

This option will help meet housing needs, job opportunities and help maintain the viability of the town. The option will therefore address a range of objectives including 1, 3, 4, 6, 8, 10, 11 and 12 (see Section 4).



How the Sustainability Appraisal and Habitats Regulations Assessment have influenced Option 1.

Sustainability Appraisal - Overall this option is considered to have a neutral effect in terms of links to the town, contribution to community facilities and housing need. The SA has highlighted a need to refer in the document to a requirement for improved walking and cycling links to the town centre which would be common to all options. Significant mitigation would be required to alleviate the landscape impact of this option.



Habitats Regulations Assessment - The key HRA issue is to prevent any reduction in quality of the water in the River Frome below Bromyard (which ultimately flows into the Lugg and Wye SAC). Development in Bromyard is therefore dependent on ensuring adequate capacity in sewerage infrastructure combined with surface water management plans and measures to move towards water neutrality. These mitigation measures will need to be sufficient to prevent any adverse impacts on any European sites.

Option 2:– A western Focus

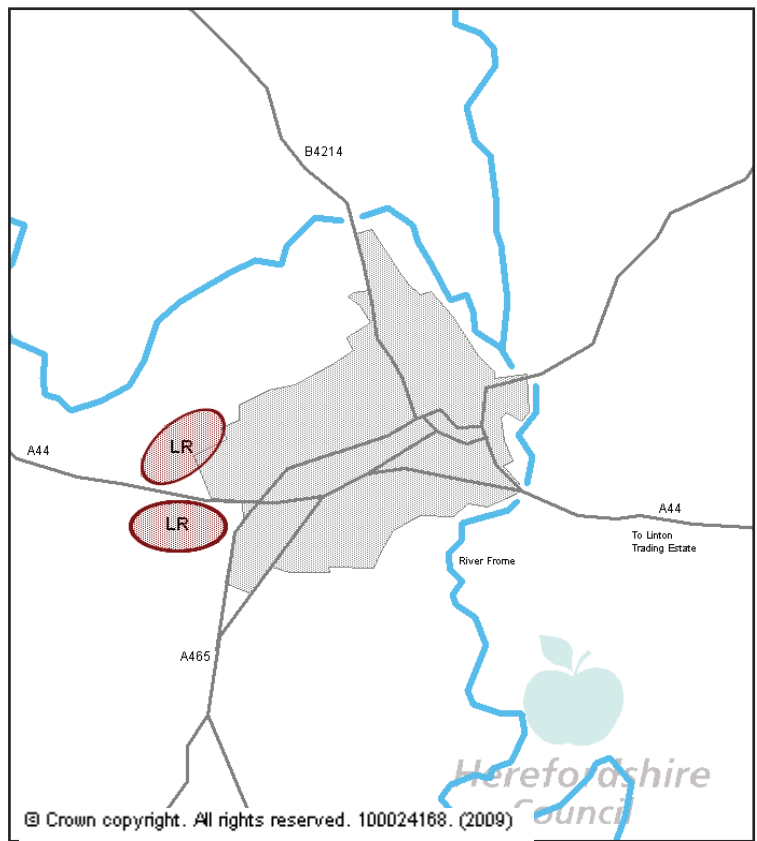
Bromyard Option 2 map


6.3.6 This option will include:

- Around 250 new homes to the west of the town split equally between two sites north and south of the A44 (LR).
- Redevelopment and extension of employment land at Linton Trading Estate to provide 5ha.

Constraints

- Land to west of Bromyard is identified as having medium to high and high sensitivity in landscape terms – this will need significant mitigation to be considered acceptable in visual terms and to satisfactorily link to the existing form of the town.
- The site is considered as sensitive in historical landscape terms (HEDIDS Study), which might affect site layout and design.
- Part of the site is identified as being Biodiversity Action Plan priority habitat of local biodiversity importance.



Key  Options for housing growth
LR - Leominster Road

Core Strategy Objectives

This option will help meet housing needs, job opportunities and help maintain the viability of the town. The option will therefore address a range of objectives including 1, 3, 4, 6, 8, 10, 11 and 12 (see Section 4).



How the Sustainability Appraisal and Habitats Regulations Assessment have influenced Option 2.

Sustainability Appraisal - Overall this option is considered to have a neutral impact, being less well related to the town centre than option 1 and 3. The SA has highlighted a need to refer in the document to a requirement for improved walking and cycling links to the town centre which would be common to all options. Significant mitigation would be required to alleviate the landscape impact of this option.

Habitats Regulations Assessment - The key HRA issue is to prevent any reduction in quality of the water in the River Frome below Bromyard (which ultimately flows into the Lugg and Wye SAC). Development in Bromyard is therefore dependent on ensuring adequate capacity in sewerage infrastructure combined with surface water management plans and measures to move towards water neutrality and that these mitigation measures will be sufficient to prevent any adverse impacts on any European sites.



Option 3:– A northern and western focus

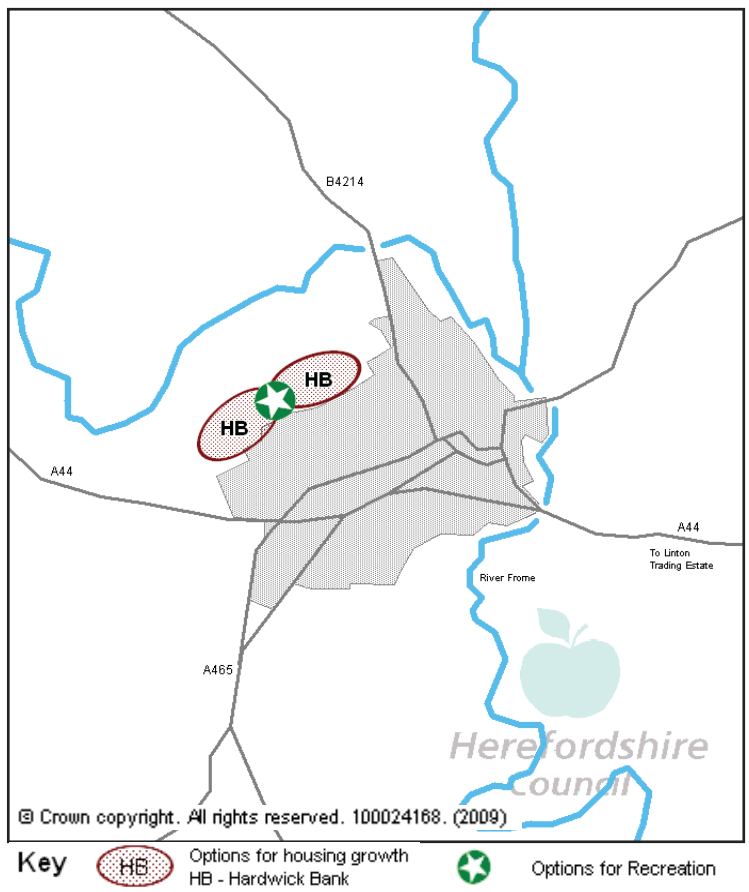
6.3.7 This option will include:

- Around 250 new homes to the north-west of the town utilising some of the lesser constrained land in landscape terms (HB).
- Redevelopment and extension of employment land at Linton Trading Estate to provide 5ha.
- A new formal park may be included with this option as sufficient land would be available, unlike options 1 and 2.

Constraints

- Land to north-west of Bromyard is identified as having medium to high sensitivity in landscape terms, land to the north of the town is of high sensitivity – this will need significant mitigation to be considered acceptable in visual terms and to link to the existing form of the town.
- The northern part of the option is considered as sensitive in historical environment terms (HEDIDS Study) which may affect site layout and design.

Bromayd Option 3 map



Core Strategy Objectives

This option will help meet housing needs, job opportunities and help maintain the viability of the town. The option will therefore address a range of objectives including 1, 2, 3, 4, 6, 8, 10, 11 and 12 (see Section 4).



How the Sustainability Appraisal and Habitats Regulations Assessment have influenced Option 3.

Sustainability Appraisal - This option arose from the SA workshop as a further option to consider. Overall this option is considered to be neutral in terms of links to the town, contribution to community facilities and housing need. The SA has highlighted a need to refer in the document to a requirement for improved walking and cycling links to the town centre which would be common to all options. Significant mitigation would be required to alleviate the landscape impact of this option.



Habitats Regulations Assessment - Development in Bromyard is dependent on ensuring adequate capacity in sewerage infrastructure combined with surface water management plans and measures to move towards water neutrality and that these mitigation measures will be sufficient to prevent any adverse impacts on any European sites i.e the River Wye SAC downstream.

What did the Developing Options Consultation tell us?

6.3.8 The options of developing land to the north and south of Bromyard were considered at Developing Options consultation. Developing to the north was not favoured at Developing Options stage with only 38% of respondents preferring this option. Allocating growth to the south was favoured by 43% of respondents. The most favoured option, however, was to disperse growth to a number of smaller sites in various locations around the town (78% of respondents liked this option).

Alternative options not taken forward

6.3.9 The Developing Options Paper suggested five possible options for the growth of Bromyard:

1. The option to allocate significant growth to the north of the town is retained in Option 1 and 3.
2. The option to allocate growth to the north east of the town has not been taken forward because of concerns regarding flood risk as well as highly sensitive landscape adjoining the River Frome.
3. The option to allocate growth to the south is not taken forward in the above options because not only is the land considered to be significantly constrained in landscaping terms but it falls away dramatically to the south and in this respect, development here would not relate satisfactorily to the existing built form of the town.
4. The option to disperse growth to a number of smaller sites around the town is retained in part in Option 3 with the proposal to split new housing to the west and north of the town.
5. The option of limiting growth to sites within the built up parts of the town is not taken forward due to a lack of suitable sites. The spatial strategy for Bromyard aims to support the status of the market town as a service centres to its rural hinterland and to support rural regeneration, including the delivery of and access to services, through the promotion of new development there.

Your views

Are there any additional issues in Bromyard which the Market Towns and Rural Areas Plan could address?

Which option for Bromyard do you prefer? 1, 2 or 3?



Section 6.4: Kington

6.4.1 Kington is situated in the north west of the county appropriately 20 miles/32 kilometres from Hereford and 15 miles/23 kilometres from Leominster near the Welsh border. Kington is the smallest market town with a population of around 3,260 and comprising of 1,465 households. As with other market towns in the county, Kington provides a service centre for an extensive rural hinterland.

6.4.2 A number of proposals identified in the Herefordshire UDP have not yet been completed. These include the housing proposals on Old Eardisley Road. Although not part of the Core Strategy strategic options these sites are expected to be developed in the plan period.

Key issues

6.4.3 The key issues outlined below have emerged from our evidence base studies, consultations undertaken so far and existing research. The Core Strategy will address many of the issues facing Kington however the more detailed implementation and specific area issues currently identified, will be addressed by the Market Towns and Rural Areas Plan.

Social Issues:

- Area dominated by detached dwellings (56%) (SHMA)
- Average house prices are above regional average at £248,034 (SHMA)
- Greater number of retirement age people than the county average.
- More activities for young people (Market Town Issues Report)

Economic Issues:

- Lack of employment opportunities causes need to travel (Developing Options comment)
- Finding employment land has proved difficult in the UDP
- Current employment site to the north of the town is constrained
- Improve tourism opportunities (Market Towns Issues Report)

Environmental issues:

- Areas of the town prone to flooding from the River Arrow and its tributaries(SFRA)
- Rising land to the west – Hergest Ridge
- Concern regarding town’s environmental suitability for growth (Developing Options comment)
- Need to protect Historic Park and Garden (Hergest Croft) to the west
- Car parking issues in the town need addressing (Developing Options comment)
- Improvements to public realm (Market Town Issues Report)

NB: Unless otherwise stated, information has been sourced from the State of Herefordshire Report 2009 and Market Towns Area Profiles from Herefordshire Council website.



What the preferred strategy means for Kington

New homes

No strategic housing locations are proposed for Kington within the Core Strategy due to the town being considered physically unsuitable for major development sites of over 100 dwellings. The Strategic Housing Land Availability Assessment indicated limited potential around the town to accommodate growth to a level which would be considered strategic. The completion rate in the town over the last plan period has been 12 dwellings per annum, thus indicating historically low demand for housing in the town. The Market Towns and Rural Areas Plan will identify sites in Kington to enable development of 50 additional homes highlighted within the spatial strategy.

New jobs

The Employment Land Study has indicated that small scale employment opportunities should be sought in Kington. There is limited available employment land supply within the town as it proved difficult to identify an appropriate site within the UDP. However, no strategic locations are proposed for Kington within the Core Strategy. Any further employment land opportunities will be identified within the Market Towns and Rural Areas Plan.

New shops

The retail study has indicated only a limited requirement for retail floorspace within Kington, not at a scale which is considered to be strategic. Therefore, the Market Towns and Rural Areas Plan will look at the issue of any additional retail floorspace required at a later date.

What are the Options for Kington?

6.4.4 The Core Strategy will not contain any strategic locations for Kington. Any further development will be identified within the Market Towns and Rural Areas Plan.

Alternative Options not taken forward in the Core Strategy

6.4.5 The Developing Options Paper considered two options for directions of growth within Kington;

1. Limited growth within the existing part of the town
2. Allocate limited employment and housing growth to a number of smaller sites in various locations around the town

6.4.6 Neither of these options have been rejected as directions for growth for Kington as the Market Towns and Rural Areas Plan will distribute the required growth. The Developing Options consultation showed that 63% of respondents preferred the dispersed option. The Sustainability Appraisal highlighted both options as moving towards sustainability. These principles will be followed within the Market Towns and Rural Areas Plan.

Your views

Are there any additional issues in Kington which the Market Towns and Rural Areas Plan could address?



Section 6.5: Ledbury

6.5.1 Ledbury is located in the eastern side of the county close to the M50 and the Malvern Hills Area of Outstanding Natural Beauty. Its main role is as a service centre to its rural hinterland. It has a population of around 9,800 and approximately 4,211 households. The land north of the railway viaduct site allocated for employment use in the adopted Unitary Development Plan is carried forward for mixed use in the options for Ledbury that follow.

Key issues

6.5.2 The key issues outlined below have emerged from our evidence base studies, consultations undertaken so far and existing research. The Core Strategy will address many of the issues facing Ledbury, however, the Market Towns and Rural Areas Plan, which will follow the Core Strategy, will address some of the more detailed area specific issues identified below.

Social Issues:

- Average house prices above sub-regional average (£248,759) – affects affordability of housing (SHMA)
- Dominated by detached housing (48%) – need for greater range of house types (SHMA)
- Higher than county average number of people travelling >10km to work (40% compared to 27%) - lack of access to jobs
- Under provision of formal parks/gardens (Open Space Study)

Economic Issues:

- Potential for expanding the non-food shops provision in the town centre to bolster trade (Retail study)
- Recent housing growth has not been matched by new employment provision – need for new employment land (Employment Land Study)
- Provide additional tourist accommodation (Parish Plan)
- Promote live/work units (Parish Plan)

Environmental issues:

- Land along the Leadon River to the west is subject to flooding (SFRA)
- Malvern Hills AONB lies to the east with sharply rising land and areas of local and national biodiversity importance
- Existing bypass forms a strong physical barrier in defining the form of the town
- Generally high quality and historic town centre (Conservation Area)

NB: Unless otherwise stated, information has been sourced from the State of Herefordshire Report 2009 and Market Towns Area Profiles. These can be found on the Herefordshire Partnership website.



What the preferred strategy means for Ledbury

New homes

The spatial strategy indicates that in the region of 900 new homes on strategic sites need to be allocated in Ledbury over a 20 year period from 2006. The amount of housing reflects the spatial strategy outlined in Section 5 and the fact that it is constrained to the west of the town by land liable to flood and also by picturesque, rising land to the east – protected as an Area of Outstanding Natural Beauty. These factors limit the amount of developable land available. Three possible options for the location of new housing are shown in Ledbury Option maps 1 and 2.

New infrastructure

Possible bypass link to Bromyard Road as part of development of viaduct site.
Possible contributions to canal development from all developments.
Possible new pedestrian and cycling circular route with links to the existing town trail to include the riverside

New community facilities

The Open Space Study has identified the need for a new formal park in Ledbury. This could be integrated into the site at the existing cricket ground/football club which may be relocated under certain options.

New jobs

The employment land survey indicates that up to 12ha of employment land need to be provided in Ledbury to replace existing protected employment land at the viaduct site in the north of the town. The land at the viaduct site has not been developed to date because of infrastructure constraints. Given housing land is also being directed to the south and west of the town, the employment allocation is identified near to the housing in both options. These areas also relate well to the strategic highway network.

New shops

The Retail Study recognises that Ledbury has a limited potential for new convenience goods (food) floor space by 2016, some 237-645m² (gross). There is limited theoretical capacity for new comparison goods (non-food) floor space due to the town's popularity and attractiveness as a 'niche' centre it could draw new retailers into the town. It has potential for 2,650m² (gross) floor space by the year 2026. Any retail allocations will be addressed in the Market Towns and Rural Areas Plan.

What are the Options for Ledbury?

6.5.3 There are two options for developing the role of Ledbury as a key service centre to its rural hinterland which involve distributing around 900 houses and up to 12ha of employment land as well as new community facilities and infrastructure where needed.



Common to options

- Around 500 new homes to replace existing employment land to north of viaduct which has been considered as of poor employment land quality in the Employment Land Review (this site was considered to be moving towards sustainability at Developing Options stage).(VS)
- Around 100 new homes to replace the existing private cricket ground and football club which would be relocated, possibly to land near the rugby ground on the Ross Road. Scheme to include retention of existing amenity space adjoining cricket ground and introduction of new formal park (need highlighted in Open Space Study) (CC) (But, see sub-options which refer to keeping existing cricket/football ground)
- New walking and cycling links to existing old railway line and riverside to create circular green network
- Provision for better range and mix of housing types/tenures (highlighted as a need in the Strategic Housing Market Assessment)
- A percentage of affordable housing – required by regional plan
- Contributions to education/extra school capacity at local schools/additional site for and provision of primary school places

Option 1 – A southern focus

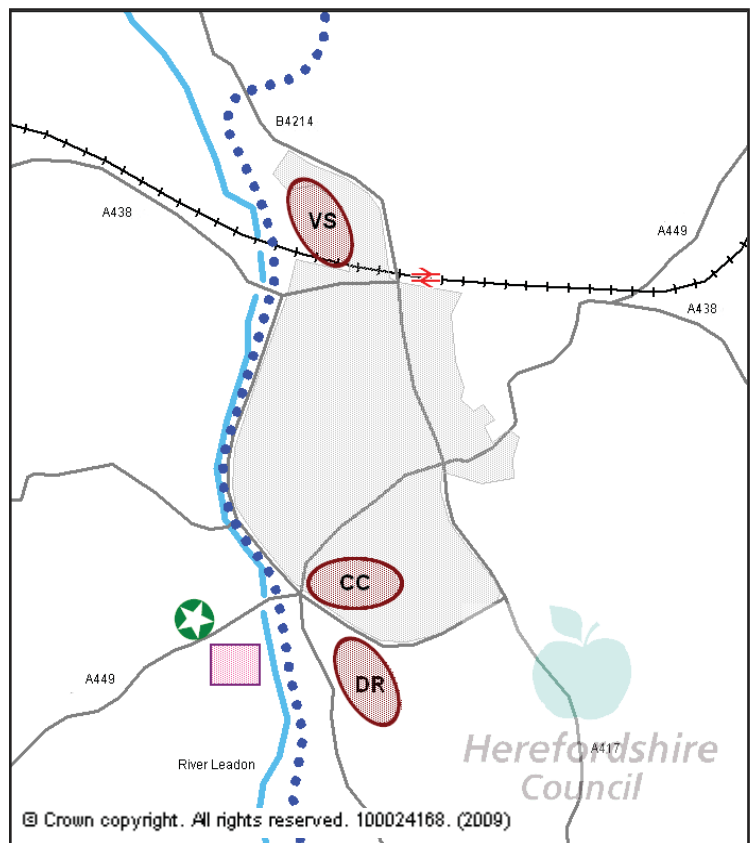
6.5.4 This option will include:

- Around a further 300 new homes to the south of the bypass on greenfield land adjoining the Dymock Road (DR)
- Up to 12ha of replacement employment land for the viaduct site adjoining existing Countrywide store (avoiding flood zone)

Constraints

- Land to south of the bypass is identified as having medium/high sensitivity in landscape terms – this will need significant mitigation to be considered acceptable in visual terms.
- There is a risk of creating a separate community from the rest of Ledbury because of the physical barrier of the bypass. There will need to be improved pedestrian and cycling links into the town centre.

Ledbury Option 1 map



Core Strategy Objectives

This option will help meet housing needs, job opportunities and help maintain the viability of the town. The option will therefore address a range of objectives including 1, 3, 4, 6, 8, 10, 11 and 12 (see Section 4).



6.5.5 A **sub-option** of this approach would be to direct more housing to the land south of the by-pass and retain the existing cricket ground and football club within the existing development boundary of the town. An alternative site would need to be considered for the formal park as part of the Market Towns and Rural Areas Plan.

How the Sustainability Appraisal and Habitats Regulations Assessment have influenced the Option?

Sustainability Appraisal - Option 1 is considered to be neutral.

Sub-option 1 being only marginally different, had very similar overall impacts to the main option. The SA has highlighted the need for the reference to finding an alternative location for a new formal park if this sub-option were favoured.

Habitats Regulations Assessment - No HRA issues have been identified which would favour any one option for the growth of Ledbury over any other. Whilst water supply is sufficient for new housing in Ledbury there may be issues over supply for new employment uses. It will need to be established before submission stage that there will be no adverse impact on the River Wye from further extraction for this purpose.



Option 2:- A Western Focus

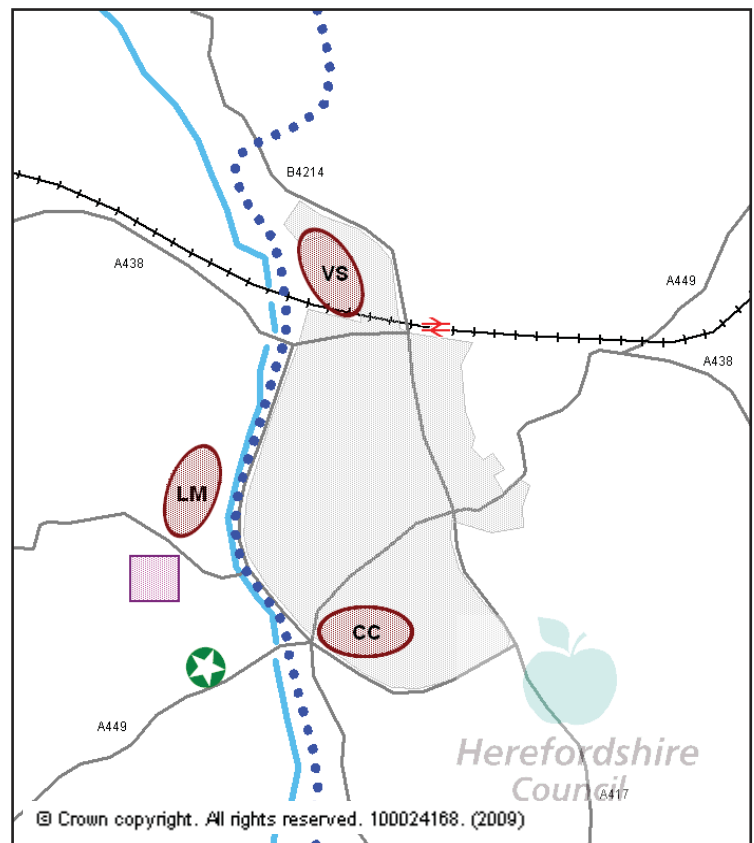
6.5.6 This option will include:

- Around a further 300 new homes to the west of the by-pass on greenfield land north of Little Marcle Road (LM)
- Up to 12ha of replacement employment land for the viaduct site along Little Marcle Rd (avoiding flood zone 3)

Constraints

- Part of site is identified as having a higher risk of flooding than Option 1. (This site was seen as moving away from sustainability at Developing Options stage).
- Part of site is identified as being of semi natural habitat of local biodiversity importance
- Land to the west of the bypass is identified as having medium/high sensitivity in landscape terms – this will need significant mitigation to be considered acceptable in visual terms.
- There is a risk of creating a separate community from the rest of Ledbury because of the physical barrier of the bypass. There will need to be improved pedestrian and cycling links into the town centre.

Ledbury Option 2 map



Key

- VS Preferred options for housing growth
- VS - Viaduct Site, LM - Little Marcle Road, CC - Cricket Club
- Employment growth
- Options for Recreation
- Hereford & Gloucester Canal Route



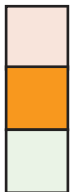
Core Strategy Objectives

This option will help meet housing needs, job opportunities and help maintain the viability of the town. The option will therefore address a range of objectives including 1, 2, 3, 4, 6, 8, 10, 11 and 12 (see Section 4).

- 6.5.7 A **sub-option** of this approach would be to direct more housing to the land west of the bypass and retain the cricket ground and football club within the existing development boundary of the town. An alternative site would need to be considered for a formal park as part of the Market Towns and Rural Areas Plan.

How the Sustainability Appraisal and Habitats Regulations Assessment have influenced Option 2?

Sustainability Appraisal - Option 2 is considered to be neutral with concerns raised over flood risk and impact on biodiversity. Sub-option 2 - being only marginally different, had very similar overall impacts to the main option. The SA has highlighted the need for the reference to finding an alternative location for a new formal park if this sub-option were favoured.



Habitats Regulations Assessment - No HRA issues have been identified which would favour any one option for the growth of Ledbury over any other. Whilst water supply is sufficient for new housing in Ledbury there may be issues over supply for new employment uses. It will need to be established before submission stage that there will be no adverse impact on the River Wye from further extraction for this purpose.

What did the Developing Options Consultation tell us?

- 6.5.8 The options of developing land to the north and west of Ledbury were considered at Developing Options consultation. Developing to the north was considered favourably by half of respondents, but allocating growth to the west was only favoured by 38% of respondents. The most favoured option was to disperse growth to a number of smaller sites in various locations around the town (71% of respondents liked this option).

Alternative options not taken forward

- 6.5.9 The Developing Options Paper suggested four possible options for the growth of Ledbury:
1. The option to allocate significant growth to the northwest of the town on land currently proposed for employment use is retained in both refined Options 1 and 2.
 2. The option to allocate growth to the west remains as Option 1 albeit refined
 3. The option to disperse growth to a number of smaller sites around the town has been rejected due to the absence of sufficient and appropriate smaller sites close to the town to achieve the housing target set out in the preferred strategy. The option to develop land to the south or west in one larger development is favoured because both areas are significantly constrained in landscape or other terms and it may be advantageous to master plan any one particular development and achieve greater economies of scale, rather than splitting the development to both sites.
 4. The option of limiting growth to sites within the built up parts of the town has not been taken forward as, due to a lack of suitable sites, this would not be consistent with the spatial strategy which aims to support the status of market towns as service centres to their rural hinterlands and to support rural regeneration, including the delivery of and access to services, by promoting new development there.



Your views

Are there any additional issues in Ledbury which the Market Towns and Rural Areas Plan could address?
Which option for growth at Ledbury do you prefer? Option 1 or 2?
Should the cricket ground/football club relocation be part of any proposals?

Section 6.6: Leominster

6.6.1 Leominster is located to the north of the county along the A49 approximately 12 miles/19 kilometres north of Hereford and is the largest market town. It has a population of about 11,100 and appropriately 4,874 households. As with other market towns in the county, Leominster provides a service centre for an extensive rural hinterland.

6.6.2 A number of proposals identified in the Herefordshire UDP have not yet been completed. These include the housing proposals for Barons Cross camp. Although not part of the Core Strategy strategic options these sites are expected to be developed in the plan period.

Key issues

6.6.3 The key issues outlined below have emerged from our evidence base studies, consultations undertaken so far and existing research. The Core Strategy will address many of the issues facing Leominster however the more detailed implementation and specific area issues currently identified, will be addressed by the Market Towns and Rural Areas Plan.

Social Issues:

- Average house price above regional average (£248,034) (SHMA)
- Infant and junior schools occupy same constrained site
- Need to improve public transport (Developing Options comment)
- Lack of youth and community facilities (Market Towns Issues Report)

Environmental issues:

- A44 at Bargates has been designated an Air Quality Management Area (AQMA)
- Areas of the town prone to surface water flooding (SFRA/Water Cycle Study)
- Cockcroft Hill is locally important as a landscape feature.
- Under provision of amenity greenspace and parks and gardens (Open Space Study)
- River Lugg (to the north and east) is nationally designated for its ecological importance

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Economic Issues:

- 41% of the population of the Ridgemoor area live in income deprived households
- 62% of children within Ridgemoor are income deprived.
- Transport constraints identified in UDP and LTP2
- Local wish for a southern link road
- Comparison goods (non-food) requirement by 2026 is 3,250m² (gross) (Retail Study)
- Convenience goods (food) new floorspace requirement is circa 7,500m² (gross) by 2026 (Retail study)
- Development opportunities on the south west fringes of the town (Retail Study)
- Some sites within the town may be suitable for redevelopment (Retail Study)

NB: Unless otherwise stated, information has been sourced from the State of Herefordshire Report 2009 and Market Towns Area Profiles. These can be found on the Herefordshire Partnership website.

What the preferred strategy means for Leominster

New homes

The spatial strategy indicated that Leominster is required to find in the region of 1700 new homes on strategic sites. The decision to focus the larger proportion of rural growth to Leominster is in recognition that new growth will support the provision of a southern relief road which will benefit the town in terms of reducing congestion particularly on Barons Cross Road and improving air quality around the designated Air Quality Management Area (AQMA).

New infrastructure

Transport constraints in the town have been identified within the UDP and Local Transport Plan. Any significant growth would require the construction of a new road from the B4361 (Hereford Road) to the A44 in the Barons Cross Area. Leominster has been highlighted within the Water Cycle Study as being prone to flooding from surface water. A Surface Water Management Plan is required for the town.

New community facilities

Any growth of this scale would need to include additional community facilities. This could include doctor's surgery, community hall and possible relocated infant and junior school. Additional information is needed from Primary Care Trust and Children's Services to determine the possible requirements. Leominster is in need of additional green open amenity space, an urban extension would need to consider this additional requirement.

New jobs

There remains a good supply of employment land on Leominster Enterprise Park and Southern Avenue. Despite the level of housing growth to the town, any new provision is likely only to be required at the end of the plan period to compliment this existing provision. This additional provision would be most appropriately integrated into the urban extension in the form of developments within use class B1 such as office along with live/work units.



New shops

Leominster contains a good variety of retail provision within the town centre and unlike some of the other market towns has a vibrant town centre to offer. The Retail Study has indicated some additional retail floorspace would be required in Leominster, however it is considered that this is not at a strategic level and should be dealt with in the Market Towns and Rural Areas Plan. Notwithstanding this, given the level of housing growth in Leominster, some local neighbourhood retail facilities should be required as part of the master planning for the urban extension.

What are the Options for Leominster?

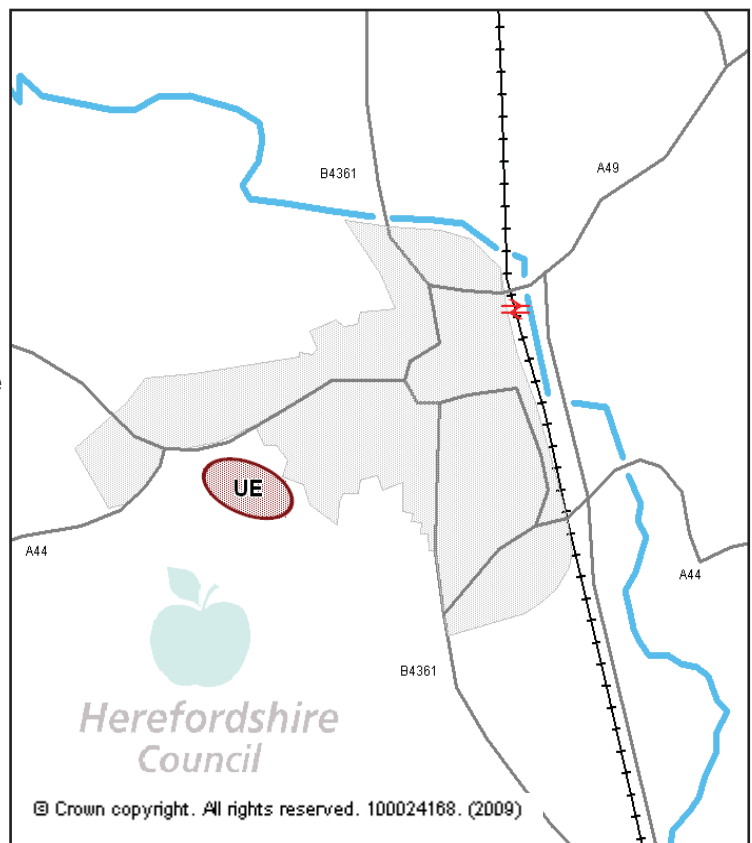
Preferred option - Urban extension and southern relief road

6.6.4 As indicated above the spatial strategy indicates that Leominster is required to find in the region of 1,700 new homes. The decision to focus the larger proportion of growth to Leominster is in recognition that new growth will support the provision of a southern relief road, which will benefit the town in terms of reducing congestion and improving air quality. However, it is acknowledged that the urban extension would impact on some areas of sensitive landscape and semi-natural habitats which could be mitigated through the overall design of the scheme.

The urban extension will include:

- Up to 1,700 new homes (within the plan period)
- A % of affordable housing and opportunity to address the range of homes currently available in the town
- Southern link road (B4361 Hereford Road to A44 Baron Cross)
- Neighbourhood retail facilities
- Employment opportunities (towards end of the plan period)
- Community facilities
- Contribution to educational/extra school capacity/possible provision of a new school
- Green infrastructure and open space provision
- Improved walking and cycling links to town, schools and Enterprise Park.
- Retention of highly sensitive landscape areas around Cockcroft Hill as natural open space.

Leominster Preferred Option map



Key	
	Option for housing growth UE - Urban Growth
	River
	Roads
	Railway
	Railway Station



Beyond the plan period

6.6.5 The combination of sites to the south of the town are highlighted within the SHLAA as having potential capacity to accommodate over 2,600 new homes. Therefore, it is considered that, if this area is pursued as the preferred location of growth, it could accommodate the growth Leominster requires for this plan period and beyond 2026 into the next plan period.

Master Planning

- 6.6.6 Any urban extension, including the area beyond this plan period, would require master planning to include the necessary infrastructure and additional facilities required to support this level of housing.
- 6.6.7 The Water Cycle Study has indicated that surface water issues are important in Leominster and careful consideration should be given to this as part of the master planning for the urban extension.

What did the Developing Options Consultation tell us?

6.6.8 This option was considered within the Developing Options consultation. There was a preference within the responses for the south and south west in conjunction with a relief road as the preferred direction of growth for the town.

How the Sustainability Appraisal and Habitats Regulations Assessment have influenced the preferred Option?

Sustainability Appraisal - Overall the preferred option for Leominster is considered to be moving towards sustainability when assessed against SA objectives. The option has been amended following the sustainability workshops to address some issues of concern regarding walking and cycling links to the Leominster Enterprise Park. Further concerns regarding site specific issues concerning design, landscaping and archaeological information will be addressed at the masterplan stage.



Habitats Regulations Assessment - The Rivers Lugg and Arrow, although not SACs, join and subsequently, downstream, become the Lugg SAC. Consequently any adverse impact on the water environment in Leominster is likely to have adverse impacts of significance for HRA purposes. For this reason, a Surface Water Management Plan is essential for any development site which drains into the Arrow and/or the Lugg. Development could be managed to mitigate the effects on the SAC given adequate control measures and additional capacity in water treatment infrastructure.

Core Strategy Objectives

The option for Leominster promotes the town for growth which will help meet housing needs, provide job opportunities and maintain the viability to the town. The option will therefore help to achieve a range of social, economic and environmental objectives including 1, 2, 3, 4, 5, 6, 8, 10, 11 and 12.



Alternative Options not taken forward

6.6.9 The Developing Options Paper highlighted two additional options which have been rejected as options to pursue within this Place Shaping Paper.

1. Dispersed Option.

The Strategic Housing Land Availability Assessment (SHLAA) has highlighted two sites to the north and west of the town, each of which have capacity for appropriately 300 homes. However, due to the transport and air quality constraints within the town, any further development without the link road would exacerbate the current problems. For this reason, the strategy has sought to focus a greater proportion of growth to the town in order to facilitate a southern link road. In addition, a combination of sites around the town would not bring the added community benefits that an urban extension to the south would have the possibility to do. For these reasons the dispersed option has not been taken forward.

2. Limited growth option

The option of limiting growth to sites within the built up parts of the town has not been taken forward because the capacity of such sites is limited to an extent which would not achieve the housing numbers required. Consequently limiting growth in this way would not be consistent with the spatial strategy, which aims to support the status of market towns as service centres to their rural hinterlands, to support rural regeneration and the delivery of and access to services.

Your views

Are there any additional issues in Leominster which the Market Towns and Rural Areas Plan could address?

Do you agree that the southern urban extension is the preferred option for Leominster?

Section 6.7: Ross-on-Wye

6.7.1 Ross-on-Wye lies on the southern edge of Herefordshire and is the only one of the market towns to have direct links to the motorway network. The town is located approximately 15 miles south east of Hereford and has good accessibility being at the junction of the A40 and Junction 1 of the M50 which connects the town to the wider national motorway network. It has an estimated population of around 10,000 (mid-year estimate 2006) living in about 4,500 households. As with other market towns in the county, Ross-on-Wye provides a service centre for an extensive rural hinterland. Its connections to the motorway network make the town an important gateway into the county and it continues to attract tourists in its own right. A number of proposals identified in the Herefordshire UDP have not yet been completed. These include the housing proposals for Tanyard Lane and the employment land at Model Farm. Although not part of the Core Strategy strategic options these sites are expected to be developed in the plan period.



Key issues

6.7.2 The key issues outlined below have emerged from our evidence base studies, consultations undertaken so far and existing research. The Core Strategy will address many of the issues facing Ross-on-Wye however the more detailed implementation and specific area issues currently identified, will be addressed through the preparation of the Market Towns and Rural Areas Plan.

Social Issues:

- Locally, house prices in 2006/7 were significantly above the sub-regional average (Shropshire and Herefordshire) at over £244,000 (SHMA).
- The SHMA indicates that there is a general shortage of social rented housing and intermediate housing (affordable).
- There are parts of Ross-on-Wye which suffer from income deprivation.

Economic Issues:

- Model Farm provides 10ha of land as a strategic site for employment purposes during plan period.
- In addition to Model Farm need to ensure opportunities for smaller-scale employment requirements can be met (Employment Land Study).
- Tourism continues to play an important role in the town centre economy (Retail Study).
- Wider economic situation with reduction in national multiple chains has impacted upon town centre. Higher than average levels of retail vacancies (Retail Study).
- Need for additional retail floorspace likely for the end of the Plan period.

Environmental issues:

- Impact of development on internationally designated sites of ecological importance i.e. River Wye, Wye Valley Woodlands and the Wye Valley and Forest of Dean Bat Sites SACs.
- Areas within and adjacent to the town prone to flooding (SFRA).
- Presence of adjacent nationally-designated Area of Outstanding Natural Beauty (AONB). In addition the town sits within areas of landscapes sensitive to new development.
- Generally high quality and historic town centre (Conservation Area).
- Water supply likely to be adequate for Core Strategy development targets to be achieved but difficulties are likely to exist if greater quantities of development are proposed beyond the plan period.

NB: Unless otherwise stated, information has been sourced from the State of Herefordshire Report 2009 and Market Towns Area Profiles. These can be found on the Herefordshire Partnership website.



What the preferred strategy means for Ross on Wye?

New homes

The Spatial Strategy suggests the development of around 1,000 new homes should be provided in Ross-on-Wye by 2026. It is acknowledged that there are significant environmental constraints to the release of land around Ross-on-Wye, not least related to the areas of flood risk and the presence of the Area of Outstanding Natural Beauty (AONB). However, in order to achieve the strategic housing target for Ross-on-Wye the release of greenfield land beyond the current limits of the town will be required. Therefore, two strategic options for new housing development have been identified which would enable (in combination with the development of smaller housing sites in and around the town) the housing target for Ross-on-Wye to be achieved. The options are shown in Ross-on-Wye Option maps 1 and 2.

New infrastructure

No new road infrastructure in Ross-on-Wye is proposed as part of the Options but it will be necessary to ensure that any peripheral development integrates properly with the existing highway network and also provides sustainable transport links into the town. The sewage treatment works is considered to have sufficient capacity to accommodate the proposed level of development.

New community facilities

Detailed proposals of the scale proposed will include additional community facilities. Option 2 with its single larger housing release is likely to enable more on-site provision to meet the needs of the development. Additional information is needed to determine the possible requirements.

New jobs

The 10ha employment site at Model Farm now has the benefit of planning permission but has not yet commenced. The development of this land will be safeguarded through the LDF. In respect of the need for additional land providing for employment this should be kept under review (Employment Land Study) but given the level of current proposals Ross-on-Wye is unlikely to require any additional strategic releases at least until late in the plan period.

New shops

The Retail Study recognises that Ross-on-Wye is historically an important town centre for the local community and the tourist economy. There are clear strengths with a Conservation Area and variety of architectural styles and a good mix of retail services with a selection of niche retailers. There are, however, some weaknesses in the centre with higher than average levels of vacancies and a proliferation of discount stores and charity shops. The weaknesses need to be addressed so as to retain the standing of Ross-on-Wye in the local retail hierarchy and tourism market. There is limited expenditure capacity for new convenience (food) goods floorspace in the town. This will be absorbed in the early years of the plan period by implementation of the ALDI food store in Brookend Street. The study indicates that surplus expenditure is likely to be available for some 3,500m² (gross) floorspace, for comparison (non-food) floorspace, at the end of the plan period.



What are the Options for Ross on Wye?

6.7.3 There are two options which are being progressed for Ross-on-Wye which aim to deliver around 1000 dwellings to the town over a 20 year period from 2006 and bring forward the existing UDP proposal for employment land at Model Farm.

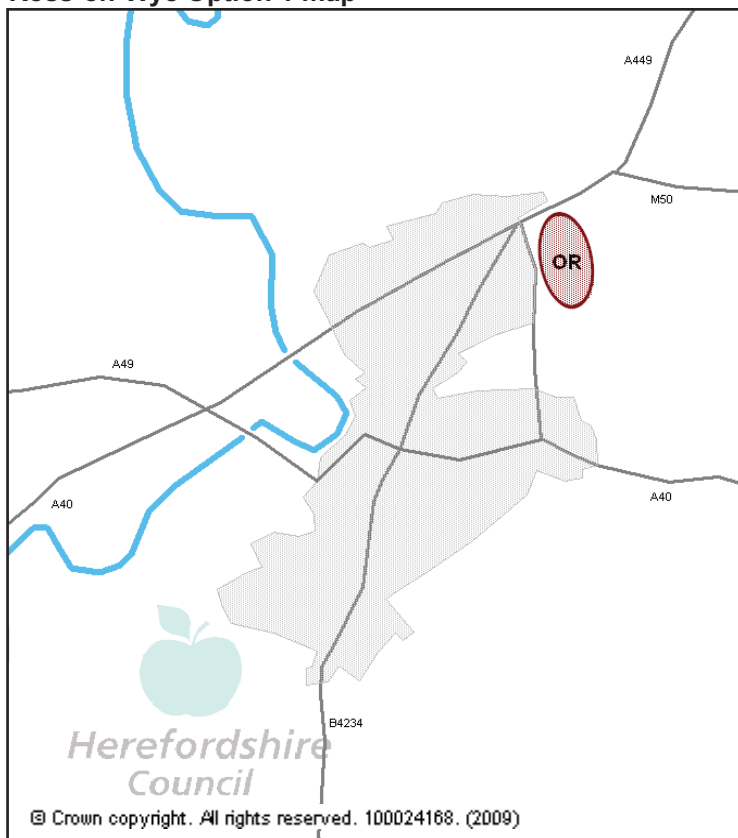
Common to both options:

- The release of greenfield land on the edge of the town as strategic housing sites to accommodate some 350 new homes;
- Provision for better range and mix of housing types/tenures (highlighted as a need in the Strategic Housing Market Assessment);
- An element of affordable housing to help meet local needs;
- The development of Model Farm for employment use (as recommended by the employment study). In respect of the need for additional land providing for employment this should be kept under review. However, given the level of current proposals it is unlikely to require any additional strategic releases at least until late in the plan period, but the plan will also ensure that opportunities for appropriate smaller-scale developments would be enabled;
- No new strategic retail proposals are suggested but the need for additional retail floorspace kept under review with possible requirement late in plan period (post-2021);
- Acceptance of the need to integrate and link any new strategic sites into the existing settlements pattern of the town through the development of sustainable transport routes enabling walking and cycling links.
- Contributions to education to ensure longevity of schools to provide for future pupil numbers

Option 1: North-east focus

- This option would release a single strategic location to accommodate around 350 new dwellings at Overross to the south of the A449 and to the east of the A40. The release of such a significant area of land would enable the provision of open space and community facilities within the development and the area would also be capable of accommodating other uses such as employment provision if required later in the Plan period.

Ross-on-Wye Option 1 map



65

Key

- Options for housing growth
OR - Overross
- River
- Roads



Constraints

6.7.4 The area is clearly separated from the built up part of Ross on Wye to the west. Detailed work would be required through other Development Plan Documents, development briefs and/or master plans to ensure that proposals include provision of good links by sustainable modes of travel into the town. Given the site’s location on the strategic highway network, provision of vehicular access will also require consideration at an early stage. In addition, the area sits within a sensitive landscape and proposals will be required to mitigate any landscape impact of development in this location.

What did the Developing Options Consultation tell us?

6.7.5 This was not an option that was considered within the Developing Options consultation. At that stage, the option suggesting a dispersed distribution of development had most support. This option has not been taken forward for the reasons set out on page 68.

How the Sustainability Appraisal and Habitats Regulations Assessment have influenced the Option?

Sustainability Appraisal - Overall the options for Ross on Wye are considered to be neutral when assessed against SA objectives. The options were amended following the sustainability workshops to address some issues of concern. Effects remain concerning issues related to biodiversity, particularly protected bat species near Ross- on-Wye, and impacts of strategic allocations on landscape quality. These will need further clarification to identify specific mitigation measures before Core Strategy submission.



Habitats Regulation Assessment - Water supply is jointly provided by Welsh Water and Severn Trent. There is capacity for limited growth, although some new water infrastructure may be needed for both water supply and water treatment. Development sites in near Ross will need site specific assessment because they are within 10kms of the Forest of Dean and Wye Valley Woodland Bat Sites to ensure that there is no significant impact upon the SACs. The HRA demonstrated a preference for sites to the north east because these would be least likely to impact on Bat foraging areas.

Core Strategy Objectives

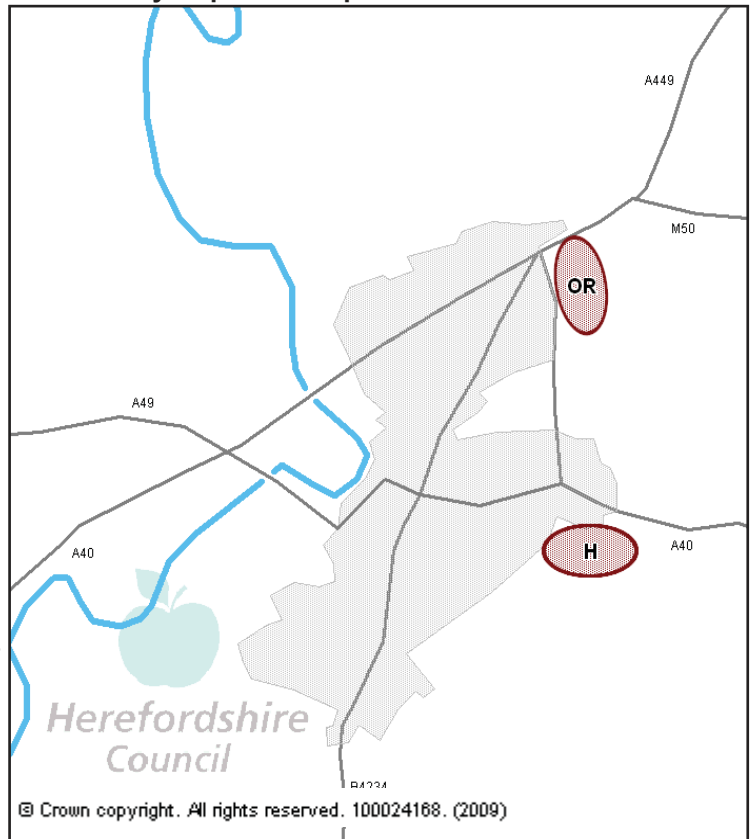
This option for Ross-on-Wye will help meet housing needs, provide job opportunities and help maintain the viability of the town. Therefore, although the Core Strategy, as a whole, will address all objectives, the options for Ross-on-Wye will in particular address objectives 1, 2, 3, 4, 5, 6, 8, 9, 10 and 11 (see Section 4).



Option 2: North/south focus

- The second option suggests splitting the allocation between part of the Overross land identified in option 1 and land at Hildersley with around 180 dwellings being proposed on each of the sites. The land at Hildersley is located within a less sensitive landscape (although still a highly sensitive historic landscape). As with option 1 additional work would be required through the preparation of other Development Plan Documents, development briefs and/or masterplans to ensure that proposals include provision of good links by sustainable modes of travel into the town and appropriate levels of open space provided within the development. However, given the smaller scale of the proposals in this option the potential for achieving community facilities on-site is reduced.

Ross-on-Wye Option 2 map



Key Options for housing growth
 OR - Overross, H - Hildersley
 River
 Roads

Constraints

- 6.7.6 In respect of the Overross land the constraints as set out in paragraph 6.7.4 will also apply to this option. Although the overall scale of development is reduced, the option would still result in development to the east of the A40 and the town encroaching into the countryside beyond.
- 6.7.7 At Hildersley the landscape constraints are lower than for option 1 with the area falling within an area of medium to low sensitivity. However, the land to the south of Ross-on-Wye is recognised as supporting the presence of internationally protected species of bats. Further work under the Habitats Regulations Assessment will be required in order to demonstrate that the proposals can be delivered without any significant impact upon the Wye Valley Woodland SAC and the Wye Valley and Forest of Dean Bat Sites SAC. In addition, land ownership constraints in the Hildersley area also provide a limit to the extent of the proposed development area.

What did the Developing Options Consultation tell us?

- 6.7.8 This option was not considered at the Developing Options stage. At that stage most support was given to the option suggesting a dispersed distribution of development. However, the dispersed option has not been taken forward for the reasons set out below.



How the Sustainability Appraisal and Habitats Regulations Assessment have influenced Option 2

Sustainability Appraisal - Overall the options for Ross on Wye are considered to be neutral when assessed against SA objectives. The options were amended following the sustainability workshops to address some issues of concern. Effects remain concerning issues related to biodiversity, particularly protected bat species near Ross-on-Wye, and impacts of strategic allocations on landscape quality. These will need further clarification to identify specific mitigation measures before Core Strategy submission.



Habitats Regulation Assessment - Water supply is jointly provided by Welsh Water and Severn Trent. There is capacity for limited growth, although some new water infrastructure may be needed for both water supply and water treatment. Development sites in near Ross will need site specific assessment because they are within 10kms of the Forest of Dean and Wye Valley Woodland Bat Sites to ensure that there is no significant impact upon the SACs. The HRA demonstrated a preference for sites to the north east because these would be least likely to impact on Bat foraging areas.

Core Strategy Objectives

This option for Ross-on-Wye will help meet housing needs, provide job opportunities and help maintain the viability of the town. Therefore, although the Core Strategy, as a whole, will address all objectives, the options for Ross-on-Wye will in particular address objectives 1, 2, 3, 4, 5, 6, 8, 9, 10 and 11 (see Section 4).

Alternative Options not taken forward:

6.7.9 The Developing Options Paper highlighted five additional options which have not been taken forward at this stage as options to pursue within this Place Shaping Paper.

1. The option to allocate significant growth to the north of the town has not been taken forward due to the impact of a significant expansion into the AONB and to potential access constraints.
2. The option to allocate growth to the south-east remains an option albeit refined as set out in option 2.
3. The option to allocate significant growth to the south-west has not been taken forward due again to the impact of a strategic allocation (above 100 homes) upon the AONB and areas liable to flood.
4. The option to disperse growth to a number of smaller sites around the town has not been taken forward due to the absence of sufficient and appropriate smaller sites close to the town to achieve the housing target in the spatial strategy. An element of this option would remain if option 2 (above) were chosen as the preferred way forward in Ross and other appropriate non-strategic sites will be identified through the preparation of the Market Towns and Rural Areas Plan.
5. The option of limiting growth to sites within the built-up parts of the town has not been taken forward such an approach would not be consistent with the spatial strategy which aims to support the status of market towns as service centres to their rural hinterlands and to support rural regeneration, delivery of and access to services.



Your views

Are there any additional issues in Ross on Wye which the Market Towns and Rural Areas Plan could address?

Which option do you consider should be the preferred option for Ross-on-Wye? Option 1 or Option 2?

Section 6.8: Rural areas

6.8.1 The rural areas comprise those parts of the county outside Hereford and the market towns. Around 76,300 people live in the rural areas in around 30,360 households. More than 50% of employees in rural wards work in agriculture, hunting, forestry and construction, but considerable proportions of manufacturing employees (43%) are also in rural wards. The high environmental quality of the rural areas plays a considerable part in the county's tourism industry.

Key issues

6.8.2 The key issues outlined below have emerged from our evidence base studies, consultations undertaken so far and existing research. The Core Strategy will address many of the issues facing the rural areas, however, the Market Towns and Rural Areas Plan, which will follow the Core Strategy, will address some of the more detailed area specific issues identified below.

Social Issues:

- Average house prices above sub-regional average – affects affordability of housing (SHMA)
- Dominated by higher council tax band properties (80% compared to 47% in urban areas) – need for greater range of house types
- Over half the county's residents live in areas defined as rural (54%) with 25% of population living in "very sparse" areas – this directly affects accessibility to services
- Protecting existing services/facilities (Developing Options consultation)
- Higher than county average number of people travelling >10km to work (34% compared to 27%) - lack of access to local jobs
- Improve public transport (Developing Options consultation)

Environmental issues:

- 69% of working population in rural areas travel to work by car – this affects CO₂ emissions
- Protecting the countryside and maintaining local distinctiveness (Developing Options consultation)



Economic Issues:

- Rural areas are less likely to receive a decent level of broadband service compared to urban areas but statistics for home working are high compared to urban areas (22.6% compared to 8.8%)
- A significantly higher percentage of working population are employed in agriculture, forestry and fishing (11.6% compared to 2.6% in urban areas)
- Promoting rural diversification and new businesses whilst supporting traditional practices (Developing Options consultation/Employment Land Review)
- Limiting the conversion of rural buildings to employment uses rather than housing to aid rural diversification (Developing Options Consultation).

NB: Unless otherwise stated, information has been sourced from the State of Herefordshire Report 2009 and Rural Area Profile from the Herefordshire Partnership website.

What the preferred strategy means for the rural areas?

New homes

The spatial strategy indicates that in the region of around 2,700 new homes need to be found in the rural areas between 2009 and 2026. The amount of housing allocated to the rural areas reflects the spatial strategy outlined in Section 5, and is a lesser amount than has historically been allocated to the rural areas through the UDP. This has necessitated a review of the settlement hierarchy. No strategic allocations are proposed as part of the Core Strategy, but allocations for new homes in the Rural Service Centres/Hubs and a tier of settlements below these will be defined as part of the development of the Market Towns and Rural Areas Plan which will follow the Core Strategy. The preferred approach of defining Rural Service Centres and Hubs is explained in paragraphs 6.8.3 and 6.8.4 of this section and in more detail in the Rural Settlement Hierarchy Background Paper which can be found on Herefordshire Council's website. However, there are two possible options for the distribution of new housing to centres below the tier of Rural Service Centres/Hubs - these are outlined in paragraphs 6.8.4 to 6.8.9. Elsewhere, development will be limited to rural exception housing needs i.e. agricultural, forestry or other farm diversification, replacement dwellings, conversions or rural affordable housing only (see paragraphs 6.8.10 and 6.8.11)

New infrastructure

Rural transport - The scale of transport improvements will be in relation to the scale of proposed growth and linked to developer contributions. Improvements to walking and cycling infrastructure and other initiatives to promote alternatives to solo car use will be addressed in the Local Transport Plan and the Market Towns and Rural Areas Plan.

New sewerage capacity - will be required in some villages given their growth. This may need to be funded by developer contributions.

New community facilities

There are no strategic allocations relating to new community facilities in the Core Strategy. Any possible future allocations will be addressed through the Market Towns and Rural Areas Plan. New facilities, alongside new housing, for e.g. for open space, will be required through developer contributions. Existing facilities will be protected in the rural areas.



New jobs

To support the designation of the majority of Herefordshire as a Rural Regeneration Zone in the regional plan, the preferred approach is to develop a criteria based policy promoting rural regeneration of appropriate scale and form which respects the environmental quality of the area, this will:

- Promote new or extensions to existing employment land in or adjoining settlements and the provision of enterprise centres in the Rural Service Centres (where possible utilising brownfield land before greenfield land);
- Promote a wide range of farm diversification projects including equine enterprises, renewable energy, employment uses in rural buildings and tourism;
- Recognise the economic benefits of utilising Herefordshire’s natural and historic environment as an asset to be valued, conserved and enhanced;
- Protect existing facilities and services in Rural Service Centres/Hubs and smaller settlements to meet the day-to-day needs of local communities;
- Promote a range of business types, particularly knowledge based and creative industries and environmental technologies to improve the economic viability of villages and their rural hinterlands;
- Promote the development of live/work schemes;
- Promote integrated and sustainable transport provision.

New shops

New shops in villages will be encouraged where they are of appropriate scale and would not threaten the viability of nearby centres. Existing facilities will be protected with a criteria based policy.

Farm shops will be encouraged where they utilise existing buildings, are small in scale and cause no unacceptable impact on nearby village shops or the character of the area.

The above policies will be detailed in the Market Towns and Rural Areas Plan.

What are the Options for the rural areas?

Settlement Hierarchy

Tier 1 - Rural Service Centres and Hubs

6.8.3 As stated above the preferred approach for the rural areas is to define a top tier of settlements below the level of the market towns that act as Rural Service Centres (RSC) or Hubs. These are places that can fulfil the day to day needs of local residents and others in surrounding rural areas and which may accommodate modest but balanced growth in a sustainable way where there is capacity to do so. However, the designation as a Rural Service Centre or Hub is intended to cover the functional role of these settlements as service centres to their rural hinterlands involving other policy applications aswell. The following Rural Service Centres and Hubs have been identified through consultation and are explained in detail in the Rural Settlement Hierarchy Background Paper which can be found on Herefordshire Council’s website:

Rural Service Centres

- | | | |
|-----------------------|--------------|-------------|
| Bartestree/Lugwardine | Kingsland | Orleton |
| Canon Pyon | Kingstone | Pembridge |
| Colwall | Lea | Peterchurch |
| Credenhill | Leintwardine | Shobdon |
| Eardisley | Madley | Wellington |
| Ewyas Harold | Marden | Weobley |



Hubs

- Clehonger (Hub with Kingstone)
- Moreton-on-Lugg (Hub with Wellington)
- Pontrilas (Hub with Ewyas Harold)
- Withington (Hub with Bartestree)
- Winnal (Hub with Kingstone)
- Sutton St. Nicholas (Hub with Marden)
- Almeley (Hub with Eardisley)
- Stretton Sugwas (Hub with Credenhill)
- Weston under Penyard (Hub with Lea)

The criteria for a Rural Service Centre include:

- A point score of 30 or more on the Settlement Hierarchy matrix; and
- An employment site (as identified in the Employment Land Study); or
- Lie within 5km of an employment site: and
- Have good or very good public transport accessibility; and
- All five of the following key services: pub, village hall, primary school; shop and post office.

The criteria for the Hubs include:

- Must be within 5km of a Rural Service Centre; and
- Must have 3 or more key services, (i.e. site, pub, village hall, shop, post office and primary school); and
- Must have very good or good public transport accessibility.

6.8.4 It is proposed that modest extensions could be developed at Rural Service Centres or Hubs over the plan period to 2026. Such extensions may comprise a number of smaller sites or a single development but will need to be identified and consulted upon through the development of the Market Towns and Rural Areas Plan. This will involve a holistic, master planning approach for each settlement taking on board its environmental capacity for new development (including infrastructure) and the benefits of the proposals to the local community. At this stage the level of development each Rural Service Centre or Hub will receive is not defined, but it is possible that up to 100 new homes may be accommodated in RSC's or Hubs over the plan period. It should be noted that the level of development proposed is not dissimilar to that that has historically taken place in the listed settlements (since 1996) and capacity for such amounts has been highlighted in the Strategic Housing Land Availability Assessment. This approach would involve the identification of sites for new homes and the review of the need for, and extent of, settlement boundaries through the Market Towns and Rural Areas Plan.

Tier 2 – Local centres

6.8.5 There are two options, however, for the tier below that of Rural Service Centres and Hubs for accommodating new development. Option 1 suggests that further allocations could be identified in “Local Centres” or, alternatively, a criteria based policy approach (Option 2) could be used. Either of these options could be developed and set out in the Core Strategy Submission document.



Option 1 – Defining “Local Centres”

6.8.6 Local Centres are defined as those settlements having good public transport and four or more key services (shop, post office, primary school, village hall, pub and employment site) where the aim would be to protect existing services where possible. As a result of the study carried out for the Rural Settlement Hierarchy Background Paper, the following Local Centres have been identified and could be set out in the Submission Core Strategy:

Bishops Frome	Fownhope	Peterstow
Burley Gate	Garway	St Weonards
Cusop	Goodrich	Whitbourne
Dorstone	Gorsley	Whitchurch
		Wigmore

6.8.7 This option would involve the identification of sites for new homes (up to around 30) and the review of the need for, and extent of, settlement boundaries through the Market Towns and Rural Areas Plan. In all cases, development will need to bring forward with it some community benefit (see Community Facilities, Appendix 10 in the Rural Settlement Hierarchy Background Paper).

Advantages/Disadvantages of Option 1

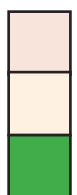
- Provides clarity of where development will be considered acceptable
- Character and local distinctiveness would be considered in site definition at outset
- Resource intensive to define sites and review settlement boundaries
- Historically considered rigid and inflexible
- Amounts of development needed taken on board at outset, therefore easily monitored

Core Strategy Objectives

This option for the rural areas would help to achieve a number of the social, economic and environmental objectives including objectives 1, 2, 4, 5, 8, 10, 11 and 12 (see Section 4).

How the Sustainability Appraisal and Habitats Regulations Assessment have influenced the Option?

Sustainability Appraisal - Option 1 is considered to be moving towards sustainability as the Local Centres are defined as settlements with good public transport and a good level of existing services.



Habitats Regulations Assessment - The HRA raised no new issues in respect of water supply or water treatment. Local improvements in water treatment capacity may be required whichever option is chosen. The northernmost village, Leintwardine, is approximately three kilometres from the Downton Gorge SAC where the key issue is to prevent any reduction in air quality. However, the level of growth likely to take place at Leintwardine and its location (which will not require any access or other disturbance in the Gorge) are such that no adverse effect on the air quality in the Gorge is anticipated. Significant development sites in the south of the County (i.e. within 10 kms of the Forest of Dean and Wye Valley Woodland Bat Sites) may require detailed assessment on a site-by-site basis and as part of the Market Towns and Rural Areas Plan to ensure that no known bat foraging sites are compromised.



Option 2 – General criteria–based policy approach

6.8.8 This option would involve having a criteria- based policy to consider all applications for new homes in settlements not determined as Rural Service Centre or Hubs, but not defining a specific list of settlements at any one time. The aim of this approach would be to allow small-scale development of around 30 homes where a specific community need could be addressed by development. This approach acknowledges the fact that sustainability for a settlement is a process not an end state.

The criteria to be considered would include reference to:

- Existing sustainability of settlement relating to reasonable level of existing services (to be defined), public transport availability and/or potential to provide new services/facilities – major driver would be to reduce the need to travel, especially by the private car, to day to day services;
- The community need being addressed by the proposal (see Community Facilities Appendix 10 as set out in the Rural Settlement Hierarchy Background Paper);
- Impact on character of settlement and local distinctiveness of area (including cumulative impacts of development);
- Normal requirements of any new development including affordable housing as well as that for developer contributions to open space, education, transport etc.
- Utilising brownfield land prior to greenfield land in or adjoining settlements where possible.

6.8.9 This option would possibly negate the need for development boundaries with each proposal being considered on its merits in relation to the environmental capacity of the area to accommodate development. It would require annual monitoring of numbers and spatial distribution of new development to ensure regional targets for new homes were being met and not overreached. It must be emphasised that the level of housing proposed for the rural areas in the spatial strategy this plan period is less than has previously been the case.

Advantages/Disadvantages of Option 2

- Flexibility of approach which moves away from a rigid list of settlements acknowledging that sustainability is a process, not an end-state (takes on board the finding of the regional plan phase 3 studies);
- Cost-effective in staff time and resources in not needing to define settlement boundaries and sites which may not come forward in the life of the plan;
- More complicated to monitor, less certainty with regard to the impact on housing supply, and may require early review of plan;
- More difficult to assess by Development Management team – would need specific criteria set out in Supplementary Planning Documents.

Core Strategy Objectives

This option for the rural areas would help to achieve a number of the social, economic and environmental objectives including objectives 1, 2, 4, 5, 8, 10, 11 and 12 (see Section 4).



How the Sustainability Appraisal and Habitats Regulations Assessment have influenced the Option?

Sustainability Appraisal - to follow

Habitats Regulations Assessment - The HRA raised no new issues in respect of water supply or water treatment. Local improvements in water treatment capacity may be required whichever option is chosen. The northernmost village, Leintwardine, is approximately three kilometres from the Downton Gorge SAC where the key issue is to prevent any reduction in air quality. However, the level of growth likely to take place at Leintwardine and its location (which will not require any access or other disturbance in the Gorge) are such that no adverse effect on the air quality in the Gorge is anticipated. Significant development sites in the south of the County (i.e. within 10 kms of the Forest of Dean and Wye Valley Woodland Bat Sites) may require detailed assessment on a site-by-site basis and as part of the Market Towns and Rural Areas Plan to ensure that no known bat foraging sites are compromised.

Below Tier 2

6.8.10 The preferred approach for areas outside of tier 1 and 2 above would be to restrict housing development to that which is required to meet rural exception needs only. This would be for agriculture, forestry or other farm diversification (including dwellings associated with other rural based enterprises), replacement dwellings, conversions or rural affordable housing only. This is because to allow market housing development in areas outside of those defined above in Tier 1 would be contrary to:

- Government policy which states that development should be strictly controlled in the open countryside to protect it for its own sake (many settlements in Herefordshire are considered so small and sporadic in nature as to constitute “open countryside”);
- Government policy which states that the location of development should:
 - o Contribute to cutting carbon emissions (allowing even small scale development in the large numbers of smaller settlements in Herefordshire would only serve to promote travel by the private car to jobs and services)
 - o Be accessible to existing local facilities and public transport
- Regional planning policies which focus the majority of housing development in rural areas to the market towns and larger rural settlements; and
- The Core Strategy vision (see section 4) which promotes accessibility to services

6.8.11 Option 2 would allow some flexibility in this regard, where it can be shown that development would meet proven housing needs or regenerate the rural economy.

What did the Developing Options Consultation tell us?

6.8.12 The Developing Options Paper suggested four possible options for the development of the rural areas ranging from very limited to significant growth in villages outside the market towns. The majority of respondents (35%) favoured growth in Hereford, the market towns and a limited number of sustainable settlements with the rest of the rural areas limited to exception housing only.



- 6.8.13 The option of having very limited housing in the rural areas was considered at Developing Options stage through Option 1. This option has not been taken forward on the basis that some growth in the rural areas can support rural regeneration through the provision of affordable housing and support for the retention of existing services.
- 6.8.14 Option 3 of planning for equal growth between the market towns and sustainable rural settlements (similar to the UDP approach) was less popular and is not taken forward as a realistic option because of the intentions of the Core Strategy Vision and Objectives and the limited level of growth suggested by the Spatial Strategy necessitated a review of the Settlement Hierarchy.
- 6.8.15 The option of focussing growth outside of Hereford to sustainable rural settlements was also considered unreasonable because it would be contrary to the policies concerning rural regeneration of the market towns within the regional plan.
- 6.8.16 With regards to other issues in the rural areas, the majority of respondents (64%) wanted growth in rural areas to be limited to brownfield land. In terms of diversifying the rural economy, the majority of respondents (66%) wanted to limit economic growth in the rural areas to farm diversification and small employment sites. With respect to protecting rural facilities, 95% of respondents wanted to protect and/or increase the provision of services and facilities in or adjoining settlements and 69% of respondents wanted to identify settlements outside of the market towns as service centres where services could be protected and promoted. This is addressed in paragraph 6.8.3 through the settlement hierarchy.

Alternative Options not taken forward

- 6.8.17 As part of the Draft Options Rural Settlement Hierarchy Background Paper, four options of distributing new homes to a second tier below that of Rural Service Centres were presented for consultation with Parish Councils, councillors and targeted consultees.
- Option 1 - Looked at limiting new homes to Rural Service Centres (RSCs) with exception housing only elsewhere. This option is not taken forward because the Strategic Housing Land Availability Assessment has revealed that there is insufficient capacity in RSCs alone for the amount of housing to be allocated as a result of the increase set out in the regional plan following the Phase 2 Panel Report (i.e. the increase from 16,600 to 18,000 new homes).
- Option 2 - Looked at identifying a second tier of settlements below that of RSCs that were within 5km of an RSC, regardless of their level of services. This option was not favoured as a result of the consultation and is not taken forward on this basis and the fact that it would only marginally help in reducing the need to travel by private car, is a main requirement of government policy.
- Option 3 - Looked at a second tier of settlements below that of RSCs with good public transport and four or more key services. This option is taken forward in Option 1 in paragraph 6.8.6
- Option 4 - Looked at a second tier of settlements with 5 or more key services regardless of good public transport availability. Again, this option was not favoured through the consultation and is not taken forward on this basis and the fact that that this approach would not help in trying to reduce the need to travel by private car which is a main requirement of government guidance.



6.8.18 In addition, a further option of a criteria-based policy for areas outside the defined settlement hierarchy was suggested to allow for flexibility in the Rural Settlement Hierarchy Background Paper. This option received considerable support and is refined and included in Option 2 Paragraph 6.8.8 as an alternative to having a defined list of second tier settlements below RSC level.

Your views

Are there any additional issues in the rural areas that the Market Towns and Rural Areas Plan could address?

Is the preferred approach for new jobs in the rural areas the right one?

Is the preferred approach for defining Rural Service Centres and Hubs (Tier 1) the right one?

Is the level of housing proposed in the Rural Service Centres and Hubs about right?

Which option for the approach to new housing in settlements in the tier below that of the Rural Service Centres (Tier 2) do you prefer, Option 1 or 2?

For Option 2, what do you consider to be a 'reasonable' level of services?

Do you agree that there could be a combined Option 1 and 2? This would involve defining a second tier of settlements along the lines of Option 1, but leaving site identification within those settlements to a criteria based policy along the lines of Option 2?

Do you agree with the preferred approach of restricting development in areas outside Tier 1 and 2?



Section 7: General Core Policies

- 7.1 As well as place shaping policies, the Core Strategy will need to incorporate important general policies to bring about changes to the way we deal with development. Government advice is that the Core Strategy must not duplicate national or regional guidance but general policies can be included to address specific issues facing Herefordshire. A range of policy options were discussed within the Developing Options Paper, the responses to which, together with the evidence base and sustainability appraisal, have helped to develop a steer on the direction policies should take.
- 7.2 This Place Shaping Paper does not include any policy wording but highlights the direction the policy will be moving towards. Continuing separate targeted consultation will be undertaken on the specific policy formulation with key stakeholders and interest groups. Policy Development Papers for each policy have been produced separately to outline how the policy directions have been arrived at and will contain information on how these directions have evolved into fully worded policies. These Policy Development Papers can be found on Herefordshire Council’s website. The wording of the policy will appear in the Submission Core Strategy.
- 7.3 General policies have been grouped into themes, which are as follows;

Theme	Policy
Enabling Sustainable Communities	Renewable Energy/Energy Efficiency
	Managing Flood Risk
	Water Resources
	Local Distinctiveness
	Design
	Movement in Herefordshire
	Rural Services and Facilities
	Infrastructure Delivery
Minerals and Waste	Waste
	Minerals
Diversifying and Strengthening the local economy	Maintaining Supply
	Employment Land Provision
	Education and Skills
	Retail
	Tourism, Culture and Leisure
	Density
Providing new homes	Type and Mix
	Affordable Housing
	Gypsy and Travellers
	Open Space, Sport and Recreation
Ensuring better health and wellbeing	Green Infrastructure
	Health



Theme: Enabling Sustainable Communities**Policy: Renewable Energy/Energy Efficiency****Preferred policy direction – Renewable energy/energy efficiency**

The Core Strategy will include a policy to indicate general areas where various technologies could be investigated further.

The Core Strategy will also seek to include policies to assist in the reduction of energy use via design standards (Code for Sustainable Homes and BREEAM) and targets for the use of renewable energy sources within new developments.

The design element of the Local Distinctiveness Policy and the Design Code SPD will also include measures to assist in energy efficiency and potential renewable energy technologies incorporated on/within buildings.

Background

- 7.4 National and regional policy agendas strive for a reduction in CO₂ emissions. Renewable energy has an important role to play in enabling this reduction. The Core Strategy should provide a framework for promoting and encouraging the use of renewable and low-carbon energy generation, whilst not stifling innovation. The Green Infrastructure Study has highlighted a need for Herefordshire to be prepared for the call for sites which facilitate alternative energy production.
- 7.5 To date no detailed studies have been undertaken in Herefordshire regarding locations or renewable energy technologies appropriate to the county. Therefore, at this stage a Core Strategy policy could not include locations, but could indicate general areas where various technologies could be investigated further.

Results of Developing Options consultation and evidence base

Two options were put forward within the Developing Options consultation. The most popular option for renewable energy/energy efficiency policy was to highlight specific technologies and locations in Herefordshire where renewable energy sources could be promoted (option 1). However the option to set targets and design requirements for the inclusion of energy from renewable sources within new developments of a particular scale (option 2) was also popular. Comments highlighted the need to promote sources of alternative/renewable energy, energy efficiency and reductions in CO₂.

Green Infrastructure Study

The Green Infrastructure Study highlighted the need for greater preparedness for the demand for sites where the production of alternative energy sources can take place.

No specific studies have been undertaken so far regarding renewable energy/energy efficiency.



7.6 The preferred policy direction is a combination of those included within the Developing Options consultation. Further work will need to be undertaken to establish if there are any specific areas or technologies which could be promoted within the county. These would be reflected within the Hereford Area Plan or the Market Towns and Rural Areas Plan as appropriate.

Core Strategy Objectives

This policy direction will particularly be aiming to tackle sustainability and climate change issues therefore it will seek to address objectives 10 and 11 (see Section 4).

Alternative options not taken forward

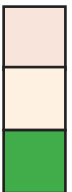
- 7.7 The Developing Options consultation responses did not identify any distinctive reasonable alternative options to those already consulted upon.
- 7.8 The essence of both options considered within the Developing Options consultation have been taken forward within the preferred policy direction, however as a specific evidence base is not available at this stage, the direction is unable to be more specific regarding technologies and locations.

Other related policy areas

7.9 The Infrastructure Delivery policy will seek developer contributions to assist energy efficiency and carbon reduction.

How the Sustainability Appraisal has influenced policy direction this

Overall the policy direction is moving towards sustainability. However more information is needed in order to set specific renewable targets for Herefordshire. The final policy should set these targets and potential types of renewable energy sources/technologies.



Further information

Background to this policy direction is contained within the Climate Change Background Paper.

Your views

Do you agree with this policy direction?



Policy: Managing Flood Risk

Preferred policy direction – Areas prone to flooding

The Core Strategy will include a policy based on PPS25 sequential test approach using data from the Strategic Flood Risk Assessment (SFRA), which will seek to avoid development in areas prone to flooding from further development.

Preferred policy direction – Design of development

The design element of the Local Distinctiveness Policy and the Design Code SPD will seek to ensure that new development is adapted to the impacts of climate change and that construction occurs in a sustainable manner. This will include Sustainable Drainage systems (SUDs) and Surface Water Management Plans. These measures will assist development to adapt to flooding and to reduce the risks of flooding from surface water.

Background

- 7.10 Flooding is an issue that has become more significant in recent years. National and regional policies look at ways to tackle the effects of climate change, with flood risk standing out as one of the key issues to be addressed. PPS25 provides the government's policy and advice on planning and flood risk. Flooding is often associated with rivers but can also occur from high groundwater levels, surface water run off and sewer and drainage capacity issues. Planning policy should ensure that flood risk is taken in to account in the development process though a risk based approach.

Results of Developing Options consultation and evidence base

With respect to the Managing Flood Risk policy options, from the 2 options presented within the Developing Options consultation, the most popular option was to adopt a stricter policy - only allowing development in areas with no known flood risk (option 2). Comments highlighted the need to ensure that development does not occur in flood risk areas. With respect to design, the consultation revealed that the most popular option of the three presented was to ensure that all new development includes methods to collect, store and reuse rainwater (option 2). However, all three options were popular.

Green Infrastructure Study

The Green Infrastructure Study has highlighted a number of issues and opportunities for the county that are relevant to managing the risk of flooding, including the need to understand the risk of flooding and how its impact can be managed.



Results of Developing Options consultation and evidence base continued...

Strategic Flood Risk Assessment (SFRA)

The SFRA highlights that the common aim for developing flood policy in Herefordshire is to reduce flood risk by discouraging inappropriate development in areas at risk from flooding; and by encouraging adequate technically, environmentally and economically sound and sustainable flood risk management measures. Surface water management plans should be prepared in critical drainage areas, where the risk from surface water drainage is significant.

Water Cycle Study

With respect to SUDs, the Water Cycle Study advocates that a policy statement may be required, and the precise roles and responsibilities of each agency involved clarified in the LDF. Furthermore, in view of the housing pressures in and around Leominster and Hereford, and the flood risk in these areas; Surface Water Management Plans will be required.

7.11 The preferred approach for the design of development is consistent with option 2 of the Developing Options Paper.

Core Strategy Objectives

Given that this policy direction aims for direct development away from areas prone to flooding it is directing addressing objectives 10 and 11 (see Section 4).

Alternative options not taken forward

7.12 Developments in Flood Risk Areas

- Option 1 of the Developing Options consultation 'Adopt a stricter policy, only allowing development in areas with no known flood risk'. This option was not taken forward despite the consultation responses suggesting this approach, as this would be inconsistent with both national policy, and the evidence held within the Herefordshire SFRA.
- The Developing Options consultation responses did not identify any distinctive reasonable alternative options to those already consulted upon.

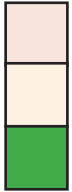
7.13 Design of Developments

- Option 1 of the Developing Options consultation 'Introduce built and natural design approaches to tolerate or adapt to flooding'
- Option 3 of the Developing Options consultation 'work with developers to determine the most appropriate design solutions with regards to reducing flooding risk at the application stage'
- The Developing Options consultation responses did not identify any distinctive reasonable alternative options to those already consulted upon.



How the Sustainability Appraisal has influenced this policy direction

This policy direction based on the sequential approach of PPS25 in line with Option 1 (as set out in the Developing Options Paper). The sustainability appraisal of this option undertaken at the time suggested the policy direction was working towards sustainability. Further sustainability appraisal of the detailed policy wording at submission stage will be necessary.



Further information

Background to this policy direction is contained within the Climate Change Background Paper.

Your views

Do you agree with this policy direction?

Policy: Water Resources

Preferred policy direction – Water Resources

Policies will be included to:

- Require all new developments to incorporate water saving and efficiency measures via the design element of the Local Distinctiveness Policy;
- Require necessary new infrastructure to be put in place prior to or phased with of new development via infrastructure planning;
- Encourage retrofitting existing developments with SUDs or water efficiency techniques where opportunities arise.

Background

7.14 Increasing water efficiencies, reducing demands and aims of ‘water neutrality’ should be priority in the light of the need to adapt to climate change. In addition, the River Wye and part of the River Lugg have an international designation as Special Areas of Conservation (SAC). New development has a potential impact on both the quality and quantity of water within the SAC, as well as the species this site is designated for. A policy is required within the Core Strategy to ensure water savings and efficiency are taken into account.



Results of Developing Options consultation and evidence base

With respect to Water Resources policy options, all of the options presented within the Developing Options consultation were popular. The preferred policy direction reflects this by taking forward (option 4). Responses highlighted the need to promote water saving measures and management.

Water Cycle Study

The five Environment Agency defined Water Resource Management Units in Herefordshire have been assessed as being at 'No Water Available' status. This means that any increases in demand for water will have to be met through a combination of reducing demand, increased efficiencies of use, licence revocations and licence trading schemes.

Planning for water has to take into account climate change, and factors such as the timing and location imposed by development itself. Increased water efficiencies, reduced demand and aims of 'water neutrality' should therefore be a priority for investigation by the council.

7.15 This policy direction takes forward option 4 of the Developing Options Paper regarding the need to balance the need for water and the conservation status of the Rivers Wye and Lugg.

Core Strategy Objectives

This policy direction aims to protect water resources and therefore is directly addressing objectives 10, 11 and 12 (see Section 4).

Alternative Options not taken forward

7.16 The Developing Options consultation responses did not identify any distinctive reasonable alternative options to those already consulted upon.

How the Sustainability Appraisal has influenced this policy direction

Overall the policy direction is moving towards sustainability. The direction has been amended following the SA workshop to require necessary new infrastructure to be put in place prior to or phased with new developments rather than encouraged. Many other concerns raised in the workshop will be addressed within the Local Distinctiveness policy and the submission policy will need to make clear that the plan should be read as a whole.



Further information

Background to this policy direction is contained within the Climate Change Background Paper.

Your views

Do you agree with this policy direction?

Policy: Local Distinctiveness**Preferred policy direction – Local Distinctiveness**

The preferred policy direction will be to:

- Provide an overarching policy to conserve, protect and enhance, promote and restore local distinctiveness in the county;
- Recognise the value and significance of landscapes and their contribution to the planning process as promoted by the European Landscape Convention;
- Provide a location and criteria based policy to encourage the application of green infrastructure principles, promote and learn from the work of AONB partnerships, recognise and conserve the historic environment, biodiversity, geodiversity and encourage quality design;
- Have regard to the studies and evidence that support or will be needed to support these elements, such as the county's Green Infrastructure Strategy, AONB Management Plans, Biodiversity Action Plans, Historic Characterisation Studies, Conservation Area Appraisal and Management Plans and Buildings at Risk Surveys.

Background

- 7.17 Currently there are a number of national planning guidance notes and statements relevant to this policy area including PPG15: Planning and the Historic Environment, PPG16: Archaeology and Planning, and PPS7: Sustainable Development in Rural Areas. However, in July 2009 the government published a draft PPS15: Planning for the Historic Environment which is intended to replace both PPG15 and PPG16 with the aim of reflecting an integrated approach moving beyond the distinction between buildings and archaeology. The regional plan currently contains a suite of Quality of the Environment policies.
- 7.18 The Core Strategy does not need to repeat policies contained within national planning documents or legislation. However, many distinctive features and assets are not recognised by national designations but are very important locally and valuable to the distinctive character of Herefordshire. The emerging understanding of Herefordshire's local distinctiveness is that a holistic and integrated approach will be required to incorporate all the elements which help define Herefordshire's local distinctiveness.



Results of Developing Options consultation and evidence base

Three options were presented at Developing Options stage regarding the best way the Core Strategy could protect, conserve and enhance our local distinctiveness.

The option to develop specific policies to protect, conserve and enhance locally distinctive features and assets (option 2) was most supported by respondents. The use of green infrastructure policies and the resulting benefits also gained strong support from respondents. Local distinctiveness results from the action and interaction of human activity with the environment and is comprised of present and past features and assets that are interconnected and often inseparable.

Evidence Base

The evidence base for this policy area is under development, although a number of proposals for specific places have been influenced by emerging research.

Green Infrastructure

Understanding of the county's resource and potential has been gained through a specific study of existing green infrastructure. Analysis of the existing resource has been made under the two general headings – 'natural resources' and 'human influenced resources' – that reflect the interaction between people and places over time. Recognising these assets and using them to inform and guide future development will encourage specific solutions for specific locations, perpetuating local distinctiveness.

Landscape

The European Landscape Convention recognises that all landscapes matter to the people who live and work in them, and visit and value them. Assessment of landscape character aims to identify the components, and past and present influences that make some areas of landscape distinct from others. Landscape Character Assessment can be used to help prevent the erosion of local character and quality, or be used to identify opportunities to strengthen character or restore lost features and elements, enhancing local distinctiveness.

Historic and Archaeological Environment

The number of statutory and locally designated heritage assets within Hereford, the market towns, villages and rural areas; and their interrelationship with the wider landscape, is widely recognised as making a crucial contribution to the outstanding historic significance and local distinctiveness of the county.

There are important historic assets in other non-designated areas which are being recorded through the Historic Environment Development Impact and Design Studies (HEDIDS) and Rapid Townscape Assessment Studies. These relate to archaeological remains, visible inherited rural landscapes and urban townscape. Their capacity to accommodate change, having regard to their heritage significance, will also be material in planning new development.

A well conserved historic environment is a major driver in delivering a sustainable and high quality of life for present and future generations. Development has the potential to enhance the value of these assets if it is sufficient in quality and designed to contribute to and complement the heritage of Herefordshire.



Results of Developing Options consultation and evidence base continued...

Biodiversity and Geodiversity

Natural and semi-natural features and habitats provide the framework for biodiversity, support functional ecosystems and contribute to the distinctiveness of local environments. Ensuring that a robust and coherent network of habitats and wildlife corridors is maintained and created will enhance and protect local biodiversity.

The Phase 1 Habitat Survey of the county is being updated and completed to provide a biodiversity evidence base. The Herefordshire Biodiversity Action Plan has recently been revised in line with the UK BAP targets; Action Plans have been produced for 14 priority species and 17 priority habitats in Herefordshire.

The Geodiversity Action Plan (GAP) suggests that plan policies should include safeguarding of local building stone, encourage creation of new geodiversity resources and recognise the opportunity of mineral sites restoration plans for the promotion of conservation.

- 7.19 This overarching policy on local distinctiveness will bring together elements which have in the past been included separately within a suite of environment policies.
- 7.20 This policy direction is based on option 2 of the protection of locally distinctive assets policy options.
- 7.21 The need for more detailed policies for specific places will be considered in the preparation of other Development Plan Documents. The Design Code SPD will also provide further details specifically related to design issues. More detailed location based policies can be included within the Hereford Area Plan and the Market Towns and Rural Areas Plan.

Core Strategy Objectives

This policy direction deals with many aspects of the environment and will also address objectives related to tourism and health therefore the policy will seek to address objectives 2, 4, 10, 11 and 12 (see Section 4)

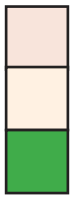
Alternative options not taken forward

- 7.22 Two options from the Developing Options consultation were not taken forward:
- Individual policies on each environment related topic. This option has not been taken forward as it is considered that one comprehensive policy will reflect the interrelationships between all aspects of the environment which make Herefordshire distinctive.
 - To include historic and natural environment criteria within individual place specific or core policies. Key elements of the natural and historical environment will be included within the place policies within the Core Strategy. It is considered that the single comprehensive policy will reflect the interrelationships which make Herefordshire distinctive. Adding criteria to a number of policies would also risk repetition.



How the Sustainability Appraisal has influenced this policy direction

Overall the policy direction is moving towards sustainability. Many of the issues raised regarding specific elements of design will be addressed within the Design Code SPD. The submission policy will need to make clear that the policies of the plan should be read as a whole.



Further information

Background to this policy is contained within the Local Distinctiveness Policy Development Paper, AONB and Landscape Policy Paper and the Climate Change Background Paper.

Your views

Do you agree with this policy direction?

Policy: Design

Preferred policy direction – Design

The Core Strategy will contain a Local Distinctiveness Policy which will include aspects of design and sustainable construction and other design issues such as reducing crime and improved safety. From this policy more specific policies can be developed as part of the Hereford Area Plan and the Market Towns and Rural Areas Plan.

Background

7.23 Good design fosters civic pride, a sense of place; it improves and enhances the existing environment and also attracts business and investment. High standards of design and local distinctiveness which build upon the existing character of Herefordshire are therefore important not only to the appearance of the area but also to the creation of safer environments. Promoting sustainable developments and for the more efficient use of resources and local materials will contribute to reducing the impacts of climate change.



Results of Developing Options consultation and evidence base

Three options were presented as part of the Developing Options consultation regarding design. The most popular option of the design policy options was to integrate design elements into other policies such as renewable energy, flooding and housing provision (option 2). However the option to devise a local design policy incorporating all aspects of design and sustainable construction was also popular (option 1). Comments also highlighted the need to promote high quality design, and energy efficient local materials; to preserve the balance between the natural and built environment; to protect green space, open views and orchards; and to limit development to brownfield sites and urban areas.

Herefordshire Landscape Character Assessment (2004)

In terms of design, the assessment states that the detailed design of any new development should respect the inherent character of the local landscape and seek to strengthen rather than weaken that character; and that new housing development should seek to be sympathetic to the traditional vernacular in terms of style, materials and layout.

Green Infrastructure Study

The study recognises that green infrastructure should be a key element integral to the design of new development. Green infrastructure should be in sympathy with the landscape character and biodiversity, archaeology, history and culture. Transport networks that offer opportunities for creating new green infrastructure links and enhancing existing corridors especially in urban areas should be considered, and effective planning is required to protect the existing green space and develop better connectivity between green space.

Hereford Rapid Townscape Assessment (HRTA)

The detailed results of the HRTA are presented through individual character area appraisals; the findings of the study will therefore be used for developing further area specific Development Plan Documents, such as the Hereford Area Plan.

- 7.24 A county-wide Design Code SPD is being prepared which presents the opportunity to reference parish plans and village design statements. It will also provide key guidelines to enhance the quality and distinctiveness of places in Herefordshire. The document will seek to raise the quality of the built environment and ensure that high standards of design are achieved throughout the county.
- 7.25 The SPD will be prepared in a flexible format so that different elements of design guidance could be prepared as practice and legislation change.
- 7.26 This preferred option is based on option 1 within the Developing Options Paper.

Core Strategy Objectives

This policy direction which will aim to ensure the appropriate design of new development will seek to address environmental objectives 10, 11 and 12 and also some social objectives in particular objectives 1 and 2 (see Section 4).



Alternative options not taken forward

7.27 The Developing Options consultation responses did not identify any distinctive reasonable alternative options to those already consulted upon.

7.28 Two alternative options from the Developing Options consultation are:

- Integrate design elements into Place Shaping policies and include design criteria in general core policies. Some design elements will be included within the Place Shaping policies where appropriate or in the Hereford Area Plan or the Market Towns and Rural Areas Plan.
- Rely on sustainable design and construction policies in the regional plan. The regional policies are not considered sufficiently detailed to reflect Herefordshire’s local distinctiveness.

How the Sustainability Appraisal has influenced this policy?

This policy direction is based on Option 1 as set out in the Developing Options paper. The sustainability appraisal of this option undertaken at the time suggested the policy direction was working towards sustainability. Further sustainability appraisal of the detailed policy wording at submission stage will be necessary.



Further information

Background to this policy is contained within the Design Policy Paper and the Climate Change Background Paper.

Your views

Do you agree with this policy direction?



Policy: Movement in Herefordshire

Preferred policy direction – Movement in Herefordshire

The preferred policy direction will:

- Require enhanced walking and cycling routes and public transport opportunities where appropriate to new developments, linking existing routes;
- Protect and promote improvements for rail passengers including reopening stations;
- Protect and promote opportunities for freight movements;
- Promotion of travel plans for urban extensions and larger sites;
- Encourage green infrastructure and extended public rights of ways to facilitate walking and cycling.

Background

7.29 Movement is a key issue for Herefordshire as it impacts on employment, health, access to services, quality of life and economic prosperity of the county. Due to the rurality of the county, there is a heavy dependency on car use. Reducing the need to travel by private car in urban environments would assist alleviating many of the problems associated with congestion, health and well being and air quality and also assist in reducing the impact of transport on climate change.

Results of Developing Options consultation and evidence base

No specific options were published in the Developing Options consultation regarding movement with the exception of those contained within the options for transport measures in Hereford.

Hereford Multi-Modal Model Forecasting Report

The Multi-Modal Model Forecasting Report, was jointly commissioned by Herefordshire Council and the Highways Agency. It examines the implications of potential housing and employment development up to 2026 and its impact on the road network within Hereford and its surrounding area. The details of the Model are discussed in the Hereford Place Shaping section.

Herefordshire's Local Transport Plan

Rural Herefordshire experiences a diverse range of transport problems due to its geographical characteristics; to address these problems Herefordshire's Local Transport Plan includes a separate Rural Herefordshire Transport Strategy.

The main problems can be summarised as follows:

- Poor access to facilities and employment areas leading to social exclusion;
- High car dependency and usage;
- Increasing length of journeys to work;
- Poor pedestrian and disabled access links;
- Reliability and frequency of bus services and lack of quality passenger waiting facilities;
- Intrusion of heavy lorries in rural areas, particularly in relation to the historic villages of north west Herefordshire;
- Localised air quality and traffic congestion problems at Bargates in Leominster;
- Lack of facilities for cyclists, particularly in the market towns;
- Excessive car use for journeys to school;



7.30 The Hereford Place Shaping policy promotes the delivery of a blended package of transport improvements including the provision of relief road, Park and Ride and improved walking and cycling.

7.31 The settlement hierarchy within the overall strategy will assist in directing development to sustainable communities and thus reducing the need to travel.

Core Strategy Objectives

This policy direction which promotes sustainable transport modes will address aspects of social, economic and environmental objectives. In particular it will seek to address objectives 2, 4, 5, 7 and 11 (see Section 4).

Alternative options not taken forward

7.32 The Developing Options consultation responses did not identify any distinctive reasonable alternative options to those already consulted upon.

How the Sustainability Appraisal has influenced this policy direction

Overall the policy direction is moving towards sustainability when assessed against the SA objectives. The option has been amended following the sustainability workshop to require walking and cycling routes where appropriate within new developments linking to existing routes. The submission policy will also need to make clear that the plan should be read as a whole.



Further information

Background to this policy is contained within the Design Policy Paper and the Climate Change Background Paper.

Your views

Do you agree with this policy direction?



Policy: Rural Services and Facilities

7.33 These issues are dealt with as part of the Rural Areas Place Shaping section. Background to this policy is contained within the Rural Economy and Diversification Policy Development Paper.

Policy: Infrastructure Delivery

Preferred policy direction – Developer Contributions

The preferred policy direction will:

- Require development to contribute towards necessary infrastructure provision/improvements through the use of a Charging Schedule and/or developer contributions;
- Include specific provisions regarding infrastructure contributions for certain infrastructure such as affordable housing and transport, which will be contained in specific policies in the Hereford Area and Market Towns and Rural Areas Plans, and in Supplementary Planning Documents as required.

Background

- 7.34 Developer contributions are currently sought to offset direct impacts of development using Section 106 Planning Obligations in accordance with government circular 05/05, UDP Policy DR5 and Herefordshire Council's SPD on Planning Obligations, which came into effect in 2008. The legislation and policy basis for this is due to change in April 2010 and therefore a different approach will be required to deliver the Core Strategy.
- 7.35 In July 2009 the government published its proposals for the Community Infrastructure Levy (CIL) to replace in part, the system of Developer Contributions through Section 106 agreements. If the government's proposals for CIL are implemented by April 2010, then the option of continuing with the current practice will have to change once the anticipated 2 year transition period has expired. Consequently work will need to commence to prepare for the use of the CIL. This will require the preparation of a separate Charging Schedule to be examined alongside the Core Strategy. The matters to be covered in the Charging Schedule and the extent to which the existing arrangements will need to change will have to be reviewed once the new legislation is published in early 2010.
- 7.36 The use of Implementation Plans to set out how Local Development Frameworks will be achieved on the ground has become standard practice. This is explicitly encouraged by the Government and has already featured in Phase 2 of the review of the Regional Spatial Strategy. An Implementation Plan will therefore be required to supplement the Core Strategy and give a context for the use of CIL; as well as for continuing the use of Planning Obligation Agreements where the anticipated new legislation still allows – see Section 8 of this Paper.



Results of Developing Options consultation and evidence base

There was not a specific question on developer contributions in the Developing Options Paper, although the issue was referred to in specific questions, for example, on Green Infrastructure.

The various elements of the evidence base identify the scale and kind of infrastructure needed to support the plan including:

- Transportation (Hereford relief road, Leominster southern link road, Hereford Park and Ride, other sustainable travel options);
- Affordable Housing;
- Water supply and treatment infrastructure;
- Sports provision, Green Infrastructure
- Other infrastructure such as schools and community facilities.

Detailed costing have yet to be worked up for any of the above but will need to feature in an Implementation Plan.

Core Strategy Objectives

This policy direction cuts across social, economic and environmental objectives and in particular will seek to address objectives 1, 2, 3, 5, 6, 7, 8, 10, 11 and 12 (see Section 4).

Alternative options not taken forward

7.37 The Developing Options consultation responses did not identify any distinctive reasonable alternative options to those already consulted upon.

How the Sustainability Appraisal has influenced this policy direction?

Sustainability Appraisal has not yet been undertaken upon this policy direction as it has not been previously identified as a specific policy direction. Sustainability assessment of this policy area will be undertaken prior to the submission.

Further information

Background to this policy direction is contained within the Implementation Planning and Developer Contributions Policy Development Paper

Your views

Do you agree with this policy direction?



Theme: Minerals and Waste**Policy : Waste****Preferred policy direction – Waste**

The preferred policies for the Core Strategy will:

- Identify broad locations for an identified range of waste management facilities;
- Encourage sustainable waste management development which supports the Waste Hierarchy. This will ensure that waste reduction, re-use, recycling and composting are prioritised, encourage the use of emerging technology and will help to tackle climate change;
- Support proposals to meet adopted waste recovery targets for specified waste streams including agricultural, municipal commercial and industrial wastes. This may include at least 2 hectares to accommodate municipal recycling and composting and at least 8–10 hectares for commercial and industrial waste. In addition, the use of integrated waste management plans will be encouraged as part of new strategic developments
- Allow for the preparation of a specific waste Development Plan Document if changes in circumstances justify one during the Core Strategy plan period.

Background

7.38 PPS10: Planning for Sustainable Waste sets out the government's planning policies for waste management. It recognises that the planning system is pivotal to the adequate and timely provision of new waste management facilities. Some waste policies in the Unitary Development Plan (UDP) referred to the principle of Best Practicable Environmental Option but this is no longer part of recommended national planning guidance, having been superseded by other environmental assessment techniques. Those UDP policies will therefore need to be replaced.

7.39 The Herefordshire Minerals and Waste Planning Assessment (May 2009) signposted key areas for development of replacement waste policies. The policy background has also changed with the proposed revisions to the Regional Spatial Strategy Phase 2 for which the Inspectors' Panel Report was published in September 2009. Climate change issues and new technologies require further development of policies for waste to meet the challenges of the Core Strategy plan period. Finally, review of the Joint Municipal Waste Management Strategy (with Worcestershire County Council) will change the way Municipal Waste (one of the largest waste streams in the county) is handled.

Results of Developing Options consultation and Evidence Base

This preferred option is based on option 1 of the Developing Options Paper and the evidence base emerging from the Herefordshire Minerals and Waste Planning Assessment 2009. Option 1, which suggested identifying broad locations for waste facilities, received most support at the Developing Options stage although all 3 options were supported.

Option 1 provides a degree of flexibility in how waste policies are developed. The identification of broad locations for specified waste management installations, as requested by the Government Office, is not considered practical given changing technologies and practices throughout the plan period. Generic policies need to be developed for dealing with all waste streams as proposed in the Herefordshire Minerals and Waste Planning Assessment 2009. However, policies will be able to identify broad types of location for the different waste management requirements likely to be encountered.



Core Strategy Objectives

This policy direction impacts on social, economic and environmental objectives but, in particular will seek to address objectives 2, 8, 10 and 11 (see Section 4).

Alternative options not taken forward

7.40 Options 2 and 3 set out in the Developing Options Paper were not taken forward. The Herefordshire Minerals and Waste Planning Assessment provided clear and robust recommendations for policy development in the Core Strategy which, in combination with elements of option 1, suggested the appropriate way forward.

7.41 The consultation responses to the Developing Options Paper did not give rise to any new policy directions which would need to be considered as alternatives

How the Sustainability Appraisal has influenced this policy direction?

The policy direction is based on Option 1 as set out in the Developing Options paper. The sustainability appraisal of this option undertaken at the time suggested the policy direction was considered to be neutral. Further sustainability appraisal of the detailed policy wording at submission stage will be necessary.



Further information

Background to this policy direction is contained within the Waste Policy Development Paper and the Climate Change Background Paper.

Your views

Do you agree with this policy direction?



Policy: Minerals

Preferred policy direction – Minerals

The preferred policy will:

- identify/define Mineral Safeguarding Areas (MSAs) to ensure minerals resources are safeguarded and not sterilised by other development;
- provide a set of generic criteria, by which to judge planning applications for new or extended minerals extraction proposals, which will include restoration, after-use and creation of wildlife habitat;
- provide a criteria based policy for the extraction of non-aggregate building stone or clay (similar to policy M4 in the UDP);
- provide a secondary and recycled aggregate policy to link with waste management site location policies.
- allow for a specific minerals Development Plan Document if changes in circumstances justify one during the Core Strategy plan period;
- take account of any regionally or nationally set annual apportionment figures for the provision of aggregate.

Background

7.42 National planning policy for minerals is set out in a series of specific guidance and policy statements – MPGs and MPSs. The regional plan also contains a set of policies for minerals with the aim of encouraging the prudent use of mineral resources while maintaining an appropriate continual supply.

7.43 There is a requirement within the Herefordshire LDF to ensure a steady and adequate supply of minerals to meet the needs of society and the economy. However, this needs to be tempered with the significant landscape and other impacts associated with large-scale mineral workings. The authority is obliged to meet its annual apportionment for providing minerals. It must therefore seek to ensure that adequate capacity exists in permitted or potential sites, and that mineral resources are safeguarded in the meantime.

Results of Developing Options consultation and evidence base

All three options as presented in the Developing Options Paper achieved a significant level of support. The preferred option is based on amalgamating the elements of options 2 and 3 of the Developing Options and reflect the recommendations of Herefordshire Minerals and Waste Planning Assessment 2009.

The Herefordshire Minerals and Waste Planning Assessment 2009 was able to demonstrate that there are currently adequate permissions and active sites to provide for the regional apportionments on aggregates. In particular there is an adequate supply of sand and gravel, and of crushed rock. Therefore, in respect of option 1 within the Developing Options Paper, there is unlikely to be a need to identify further land to meet aggregate requirements up to 2026.

Provision for secondary aggregates (recycling previously used materials) will be incorporated to support waste management policies.

The policy in the UDP which allows for and enables small scale workings for building stone should be continued.



Core Strategy Objectives

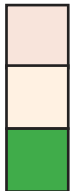
This policy direction will primarily seek to address objectives 10 and 11 (see Section 4).

Alternative options not taken forward

- 7.44 Identify the current and required land-bank of permitted mineral reserves to meet the need of Herefordshire up until 2026 (option 1 in Developing Options). As highlighted above an adequate supply makes it unnecessary to identify additional locations.
- 7.45 The consultation responses to the Developing Options Paper did not give rise to any new policy directions.

How the Sustainability Appraisal has influenced this policy direction

This policy direction is considered as moving towards sustainability. Outstanding issues relate to ensuring that environmental impacts are taken into account. Therefore, for mitigation to take place and the policy to move towards sustainability in this policy area it needs to be made clear within the submission document that the Core Strategy should be read as a whole. Other issues will be dealt with at the site specific level.



Further information

Background to this policy direction is contained within Minerals Policy Development Paper.

Your views

Do you agree with this policy direction?



Theme: Diversifying and strengthening the local economy**Policy: Maintaining Supply****Preferred policy direction – Maintaining Supply**

The preferred policy direction will protect employment allocations and commitments ranked as “Best”, “Good” or “Moderate” in the Employment Land Study and will include criteria based policy concerning release of employment sites classified as “Moderate” or “Poor”, based on criteria such as:

- The impact of the loss on the range of supply;
- Whether the proposal would result in a net improvement in amenity;
- Consideration of the details of active marketing of the site; and
- An assessment of the viability of development.

Background

7.46 Draft PPS4: Planning for Prosperous Economies was published in May 2009. It stresses the need to assess the existing and future supply of land available for economic development through land reviews. Policy PA6B of the regional plan (as recommended for amendment in the Panel Report) indicates that employment land and premises should be protected from competing uses where it can be demonstrated that they make a valuable contribution to the portfolio of employment land.

Results of Developing Options consultation and evidence base

In terms of protecting employment land, the most popular option was to revise criteria policy to protect employment sites on their merits at time of application (Option 3). Option 1, which suggested protecting all employment land and Option 2 which suggested no protection, received significantly lower levels of support. Other comments highlighted the need to support a wide variety of employment sectors including IT based industries, tourism and food & drink; to provide support for small businesses; and to invest in the provision of quality accommodation for employment purposes.

Employment Land Study

Recommendations from the study advised that policy approaches should include the promotion of mixed use (re)development; and that employment site allocations (and main commitments) ranked as ‘best’ or ‘good’ through the Development Plan process should be retained, with a criteria based policy being developed for those sites that are considered as being ‘moderate’ or ‘poor’.

Core Strategy Objectives

This policy direction will directly seek to address the economic prosperity objectives 6, 7 and 8 (see Section 4).



Alternative Options not taken forward

- 7.47 Options 1 and 2 of the Developing Options Paper (protect all employment land and let market forces prevail) have been rejected. Option 3 (criteria based approach) is favoured. Options 1 and 2 were not considered realistic given the outcomes of the Employment Land Study which classifies supply based on quality of site and provides a robust methodology for establishing policy criteria.
- 7.48 The Developing Options consultation responses did not identify any distinctive reasonable alternative options to those already consulted upon.

How the Sustainability Appraisal has influenced this policy direction

The policy direction is based on Option 3 as set out in the Developing Options Paper. The Sustainability Appraisal of this option undertaken considered the policy direction to be neutral. Further Sustainability Appraisal of the detailed working at Submission stage will be necessary.



Further information

Background to this policy direction is contained within the Economy and Employment Land Policy Development Paper.

Your views

Do you agree with this policy direction?



Policy: Employment Land Provision

Preferred policy direction – Employment Land Provision

A combination of the 5 options outlined in the Developing Options Paper is preferred based on the outcomes of the Employment Land Study. This will:

- Enhance the supply of land and opportunities for new employment development (including offices in appropriate locations), address deficiencies in supply through detailed allocations and/or mixed-use schemes in the Hereford and Market Towns and Rural Areas DPDs and enable appropriate extensions of existing businesses;
- Promote a range of size and type of business development within and on the edge of Hereford and the market towns, but particularly for offices, taking a sequential approach to their provision (also see Place Shaping Options section).

Background

7.49 Draft PPS4: Planning for prosperous economies was published in May 2009. Its main purpose is to underline the need for regional planning bodies and local planning authorities, within the context of delivering sustainable development, to plan positively and proactively for economic development in their areas. The regional plan aims to ensure the continuing provision of an appropriate portfolio of sites; and that new employment growth is linked to population and housing growth through, for example, regeneration zones and a network of strategic town and city centres. Most of Herefordshire falls within a Rural Regeneration Zone.

Results of Developing Options consultation and evidence base

In the Developing Options consultation response to the Policy Options concerning the provision of employment sites, the most favoured option was option 2 - to locate employment provision on smaller sites. However all options received significant support.

Other comments highlighted the need to support a wide variety of employment sectors including IT based industries, tourism and food & drink; to provide support for small businesses; to invest in the provision of quality accommodation for employment purposes; and to attract businesses with a requirement for graduates.

Employment Land Study

The employment land study indicates that overall there is good quantity of existing employment land supply within Herefordshire. The supply of land is skewed towards manufacturing/industrial type uses which as a sector are predicted to decline in the amount of land occupied over the study period. However, more limited opportunities exist for office uses. Supply is not evenly distributed across the county and areas of the county would benefit from increases in the quality and quantity of employment land opportunities.

The review of Herefordshire's employment land has made the following key recommendations:

- To enhance the supply of land and opportunities for new employment development (including offices in appropriate central locations), and addressing spatial and qualitative deficiencies in supply within certain parts of Herefordshire; and
- Consideration of a range of potential measures to enhance the current contribution of certain sites to the employment portfolio.



Core Strategy Objectives

This policy direction will directly seek to address the economic prosperity objectives 6, 7 and 8 (see Section 4).

Alternative options not taken forward

- 7.50 The preferred policy direction combines the five policy options put forward in the Developing Options Paper.
- 7.51 The Developing Options consultation responses did not identify any distinctive reasonable alternative options to those already consulted upon.

How the Sustainability Appraisal has influenced this policy direction

This policy direction with mitigation is considered to be moving marginally towards sustainability. However issues remain regarding with the potential of new development to increase the need to travel and because of potential impact of development upon the built and natural environment and waste generation. However, these issues are dealt with elsewhere in the document (for example, within the movement and local distinctiveness policy areas). Therefore, for mitigation to take place in this policy area it needs to be made clear within the submission document that the Core Strategy should be read as a whole and that these issues will be taken into account when development is proposed – if this is the case then it is likely that the final policy would not be moving away from sustainability.



Further information

Background to this policy direction is contained within the Economy and Employment Land Policy Development Paper.

Your views

Do you agree with this policy direction?

Policy: Rural Economy

- 7.52 This issue is dealt with within the Rural Areas Place Shaping section. Background to this issue is contained within the Rural Economy Policy Development Paper.



Policy: Education and Skills

Preferred policy direction – Education and Skills

The preferred policy direction would be to:

- Facilitate increased higher educational provision in Herefordshire through supporting new and extended college facilities, the provision of a university centre and other proposals in the Hereford Area Plan;
- Support development proposals for new and extended educational and skills training facilities including via developer contributions;

Background

7.53 The policy framework at both national and regional level makes clear that increasing skills attainment within the workforce could result in greater productivity, the creation of wealth and social justice. Herefordshire's aspirations to create a more adaptable and higher skilled workforce could be achieved with the development of higher educational qualifications. The county is unlikely to be able to support a university campus in the medium term but can enhance its higher educational offer through development of its existing establishments and the provision of a "university centre".

Results of Developing Options consultation and evidence base

The results of the Developing Options consultation reveal that there was overwhelming support amongst respondents for supporting new and extended school or college facilities (93%) and to some extent a university campus (76%). Conversely, there was less support for allowing market forces and demand to prevail (40%). The policy direction combines elements of Options 1 and 2 of the Developing Options.

Employment Land Study

The 2009 Employment Land Study which has been prepared as evidence to support the Core Strategy, together with other local strategy documents confirms that Herefordshire's economy is considerably more primary and manufacturing sector dependant, than are either the rest of the West Midlands region or the rest of the UK.

The local economy is also weakened by the fact that many skilled Herefordshire residents work outside the county. Furthermore, whilst Herefordshire has a number of further education/post 16 facilities, the absence of a university means that many young people leave the county for higher education and younger people do not move here to study. This limits the ability of local businesses to find more highly skilled workers, and can also restrict the establishment of new research, development and high-tech companies.

Core Strategy Objectives

This policy direction will mainly seek to address the social objective 3 and the economic objective 6. (see Section 4)



Alternative options not taken forward

7.54 The Developing Options consultation responses did not identify any distinctive reasonable alternative options to those already consulted upon.

How the Sustainability Appraisal has influenced this policy direction

This policy direction is considered to be marginally moving towards sustainability with mitigation. Issues raised upon the potential to increase the need to travel and because of potential impact of development upon the built environment. However, these issues are dealt with elsewhere in the document (the Movement and Local Distinctiveness policy areas). Therefore, for mitigation to take place and the policy to move towards sustainability in this policy area it needs to be made clear within the submission



Further information

Background to this policy direction is contained within the Education and Skills Policy Development Paper.

Your views

Do you agree with this policy direction?

Policy: Retail

7.55 The majority of retail issues are dealt with in the Strategy and Place Shaping Options sections, including the definition of a retail hierarchy. The Primary and Secondary shopping frontages will be reviewed in the Area Plans. Background to retail issues is contained within the Retail Policy Development Paper.



Policy: Tourism, Culture and Leisure**Preferred policy direction – Tourism, Culture and Leisure**

The Core Strategy will:

- Focus larger scale, active and sustainable tourism, cultural and leisure development in Hereford, the market towns, and where appropriate, rural service centres (RSCs);
- Enable sustainable tourism, cultural and leisure opportunities in a way that adds value to the local economy, reflects the outcomes of the Green Infrastructure Strategy and capitalises on the value of local food, drink and crafts without harming the local distinctiveness and historic environment;
- Promote the development of quality visitor accommodation especially within accessible and sustainable locations in order to contribute towards Herefordshire as an overnight visitor destination without harming the character of the area;
- Take a positive approach to rural diversification for tourism, leisure and cultural uses where they are in accordance within sustainable development objectives.

Background

- 7.56 Draft PPS4: Planning for Prosperous Economies (May 2009) indicates that in rural areas support should be given to sustainable rural tourism and leisure developments that benefit rural businesses, communities and visitors; and which utilise and enrich, rather than harm, the character of the countryside, its towns, villages, buildings and other features. In town/city centres Draft PPS4 advises that local planning authorities should plan for a range of tourism, leisure and cultural activities, which appeal to a wide range of age and social groups, and ensuring that these are distributed throughout the centre.
- 7.57 Policy PA10 of the regional plan encourages both the improvement of existing and creation of new tourism and culture facilities. Plans should identify areas where development of sustainable tourism can be encouraged to the benefit of the local economy without damaging the local environment.
- 7.58 No need has been identified for a new strategic tourist or cultural attraction in Herefordshire such as a theme park. However, proposals elsewhere in the plan, for example the provision of a new country park, recreational facilities or commercial leisure facilities, as set out in the Place Shaping Options will also enhance the overall provision of tourism, cultural and leisure facilities.



Results of Developing Options consultation and Evidence Base

The most popular option for Tourism, Culture and Leisure was to strongly promote its growth across the county (Option 2), and to focus tourism in areas where there is good access to public transport (Option 4). Option 1 which suggested limiting the growth of tourism in order to protect the environment gained least support, while Option 3 (focus on key assets) was supported but not to the extent of Options 2 and 4. Other comments highlighted the need to promote and advertise the historic and environmental assets of the county; and to encourage sustainable (green) tourism.

Green Infrastructure Study

The public rights of way network, including bridleways, footpaths and byways, provides a connection with the countryside. It also interconnects with the rural road network. The preservation and enhancement of green corridors should be an integral part of this network.

Retail/Leisure Study

The provision of cinema facilities in Hereford City is somewhat limited and there is scope to accommodate additional screens in a modern cinema. Also within Hereford City Centre, there may be scope to accommodate further fitness and sports facilities in the city centre.

Core Strategy Objectives

This policy direction will seek to address a range of social, economic and environmental objectives including 2, 4, 6, 7, 8, 9 and 12 (see Section 4).

Alternative options not taken forward:

- 7.59 Elements of all options suggested in the Developing Options Paper have been taken forward.
- 7.60 The Developing Options consultation responses did not identify any distinctive reasonable alternative options to those already consulted upon.

How the Sustainability Appraisal has influenced this policy direction

This policy direction is based on Option 2 as set out in the Developing Options paper. The sustainability appraisal of this option undertaken at the time suggested the policy direction was considered to be neutral. Further sustainability appraisal of the detailed policy wording at submission stage will be necessary.



Further information

Background to this policy direction is contained within the Tourism, Culture and Leisure Policy Development Paper.

Your views

Do you agree with this policy direction?

Theme: Providing new homes**Policy: Density****Preferred policy direction – Density**

- A general policy providing guidance to emphasise that the efficient use of land is an important element in determining planning applications.
- For each strategic site, a specific housing target included within the Core Strategy Place Shaping Policy to ensure the efficient use of land.
- Targets on smaller sites will be included in the Hereford and Market Towns and Rural Areas Plans taking into account further information from the evidence base.

Background

- 7.61 PPS3 indicates that using land efficiently is a key consideration in planning for housing and that local planning authorities may wish to set out a range of densities in their plans. Thirty dwellings per hectare is the national indicative minimum to guide policy development until local density policies are in place. Where planning authorities wish to plan for densities below this minimum this should be justified. Policy CF6 of the regional plan also indicates that density policies should be set out in development plans to reflect local circumstances and the findings of housing market assessments.
- 7.62 Elements of the evidence base such as the Local Housing Market Area Assessment and a number of characterisation studies have yet to be completed therefore is it not possible at this stage to indicate specific density requirements.



Results of Developing Options consultation and evidence base

Within the Developing Options consultation the option to determine density for each site based on the character of the surrounding area was favoured, with 62% of respondents choosing this option.

The relevant evidence base is not yet complete; this includes the Local Housing Market Assessment (LHMA). This study will examine needs and demands of housing in the housing market areas within Herefordshire and may aid in setting density requirements for specific sites.

A Strategic Housing Market Assessment (SHMA) has been completed and provides a detailed sub-regional (Shropshire and Herefordshire) analysis of housing demand and housing need. The assessment recognises that the sub-region is dominated by detached dwellings and suggests promoting the development of higher density housing in order to develop pathways of housing choice to advance the sustainability of mixed communities.

The Hereford Rapid Townscape Assessment provides an overview of the city of Hereford and its historic and townscape character. This identifies that all residential areas within the city are developed at a high density but does not suggest specific density levels for new development. Townscape Assessments are being undertaken for the market towns.

The preferred option is a combination of Option 2 and 3 within the Developing Options Paper.

Core Strategy Objectives

This policy direction will seek to address a number of social and environmental objectives including 1, 2, 4, 10 and 11 (see Section 4).

Alternative options not taken forward

7.63 Two alternative options from the Developing Options consultation have not been taken forward are as follows:

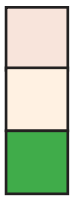
- Set a single standard density across the county – this option was considered to add little to national planning policy (PPS3) and would not be sensitive to local circumstances.
- Apply different standards to different parts of the county – the results of the Developing Options consultation suggested a preference for site based density standards, such an approach would be most sensitive to local characteristics.

7.64 The Developing Options consultation responses did not identify any distinctive reasonable alternative options to those already consulted upon.



How the Sustainability Appraisal has influenced this policy direction

The density policy option has been assessed as moving towards sustainability. Policy wording will need to ensure that the at site specific level the density of proposals properly respect the character of the local environment.



Further information

Background to this policy direction is contained within the Type, Mix and Density Policy Development Paper.

Your views

Do you agree with this policy direction?

Policy: Type and Mix

Preferred policy direction – Type and Mix

The Core Strategy should include criteria within the specific Place Shaping Policies for each strategic site, requiring an appropriate range, type and mix of housing on the site in accordance with up to date information for the area; and in particular aiming to meet the needs of an increasingly elderly population.

Background

7.65 In respect of the overall mix of different household types and sizes, PPS3 says that local authorities should have regard to the relevant sub-regional housing market assessment and regional and local housing strategies. A broad mix of housing should be provided on large sites. On smaller sites, a mix should be provided that contributes to the creation of sustainable communities. Policy SR2 of the regional plan includes a requirement to achieve sustainable communities with an appropriate size, scale density and mix within the Settlements of Significant Development. Policy CF8 makes clear that the the needs of different groups should be taken into account in determining the mix of new housing provision, with the panel report making a specific recommendation regarding meeting the needs of an increasingly elderly population.

7.66 A commitment to provide for balanced and sustainable communities in Herefordshire requires an assessment of the existing housing stock to understand what is required in the area to enable the community to change and grow in a sustainable way and to provide for all members of the community.



Results of Developing Options consultation and Evidence Base

Of the three options put forward within the Developing Options consultation the most favoured was to ensure that all schemes have a mix of housing types in accordance with up to date housing needs information. The option to devise a policy which gives priority to specific housing types was also supported.

The relevant evidence base is not yet complete; this includes the LHMA. This study will examine needs and demands of housing in the housing market areas within Herefordshire and may aid in suggesting a housing mix requirements for specific sites.

However, the Strategic Housing Market Assessment (SHMA) has been completed and provides a detailed sub-regional analysis of housing demand and housing needs. Recommendations coming from this assessment for the type and mix of housing include:

- To promote an adequate supply of smaller houses to help contribute to mixed sustainable communities;
- To support the private rented sector where it contributes to the mix of occupied housing;
- To note the changing household structures, particularly growth in smaller households and ensure that future development is mindful of the need for appropriate living space i.e. one-person households often need more than one room; and
- To note that in all areas the differences between the towns and the villages in terms of housing types, tenure and price are extreme and that affordability issues most keenly felt in rural areas.

The preferred policy direction reflects that of option 2 within the Developing Options Paper. The LMHA will provide additional evidence required in due course to further define policy and more detailed assessments will be included within the Hereford and Market Towns and Rural Areas Plans and guidance included in the Design Code Supplementary Planning Document.

Core Strategy Objectives

This policy direction will seek to address a number of social and environmental objectives including objectives 1, 2, 4, 10 and 11 (see Section 4).

Alternative options not taken forward

7.67 Two alternative options from the Developing Options consultation have not been taken forward as follows:

- Allow a market led approach – this approach would not be in conformity with both national and regional policy approaches;
- Devise a policy which gives priority to specific housing types – although not taken forward entirely, the preferred policy direction will enable specific housing types to be developed within housing proposals and does recognise the particular issue of meeting the housing requirements of an increasingly elderly population.



7.68 The Developing Options consultation responses did not identify any distinctive reasonable alternative options to those already consulted upon.

How the Sustainability Appraisal has influenced this policy direction

The policy direction is based Option 2 as set out in the Developing Options paper. The sustainability appraisal of this option undertaken at the time suggested the policy direction was considered to be neutral. Further sustainability appraisal of the detailed policy wording at submission stage will be necessary.



Further information

Background to this policy direction is contained within the Housing Type, Mix and Density Policy Development Paper.

Your views

Do you agree with this policy direction?



Policy: Affordable Housing

Preferred policy direction – Affordable Housing

The two main elements in determining a general affordable housing policy are related to establishing the overall targets or percentages to be required and the site size threshold appropriate to require an element of affordable housing.

1. The Policy Options for establishing indicative percentages of affordable housing requirements are:

- Option 1: Continue to apply an indicative target of 35% for all of Herefordshire
- Option 2: Set an indicative target of 35% for the entire county except for Leominster where a target of 25% would be set.
- Option 3: Set an indicative target of:
- 40% affordable housing for sites in Ledbury, Ross and their rural hinterlands and in the rural north of the county (including Bromyard).
 - 35% for Hereford and its rural hinterland, Kington and the west of the county
 - 25% in Leominster.

2. In addition, affordable housing policy will define site size threshold for affordable housing. In urban areas (i.e. Hereford and market towns) it is proposed to retain the existing threshold of 15 dwellings, however, in rural areas the options for thresholds are

- Option 1: Retain a threshold of 6 dwellings
- Option 2: Reduce threshold to 1 dwelling (requiring a financial contribution on sites of 1 or 2 dwellings)

Affordable housing policies will also:

- Maximise the opportunities to deliver affordable housing within the policy framework of any rural Settlement Hierarchy;
- Maximise opportunities to deliver affordable housing through the rural exceptions scheme.

Background

7.69 National, regional and local policies identify a need for increased provision of affordable homes. PPS3 requires Local Development Documents to set an overall target for the amount of affordable housing to be provided and to set separate targets for social–rented and intermediate affordable housing where appropriate. In order to achieve the overall targets, percentages and thresholds will need to be set within the Core Strategy.



Results of Developing Options consultation and evidence base

Four options were suggested at the Developing Options consultation stage. The results of the consultation revealed that there was strong support amongst respondents for a combination of options 1 and 2 (74%) which suggested both increasing the percentage of affordable housing required on development sites whilst lowering the site threshold for affordable housing. Option 3 suggested a combination of both approaches. Views on identifying sites solely for affordable housing were polarised with 51% of respondents saying 'yes' and 49% saying 'no'.

The SHMA provides a detailed sub-regional analysis of housing demand and housing needs. This identifies a significant need for affordable housing across the county. A LHMA is not yet complete but will examine needs and demands of housing in the housing market areas within Herefordshire. An Affordable Housing Viability study to provide evidence to help determine the viable levels of affordable housing on qualifying sites identifies that there are significant differences in the residual value of residential land in the county. These values impact upon the ability of sites to deliver affordable housing. The evidence suggests residual values are highest in the two areas (Ledbury/Ross and northern rural) indicating that higher affordable housing targets are viable in these areas. Residual values in Hereford, the west of the county and Hereford hinterlands suggest that a target of 35% is appropriate; however residual values are much lower in Leominster and a target of 25% affordable housing is considered appropriate.

7.70 This preferred policy direction is based on option 3 as highlighted within the Developing Options Paper. Option 3 suggested a combination of options 1 (increasing percentages of affordable housing requirements) and 2 (lowering site thresholds). However, the preferred policy direction also takes account of the emerging evidence from the viability study.

Core Strategy Objectives

This policy direction will primarily seek to address objective 1 (see Section 4).

Alternative options not taken forward

- 7.71 The preferred policy direction is an approach based upon option 3 of the Developing Options Paper (itself a combination of options 1 and 2);
- 7.72 Option 4 has not been taken forward at this stage as the evidence would suggest that without housing grant 100% affordable housing schemes would not be viable. However, the Core Strategy will still include a rural exceptions policy.
- 7.73 The Developing Options consultation responses did not identify any distinctive reasonable alternative options to those already consulted upon.



How the Sustainability Appraisal has influenced this policy direction

There remain a number of options for the policy direction for affordable housing. The sustainability appraisal generally suggests that increasing the target for affordable housing on sites and lowering size site thresholds will be moving towards sustainability. However, the policy options set out a range of options, including varying targets for different parts of the county based upon the evidence base which will require further sustainability appraisal prior to submission.

Further information

Background to this policy direction is contained within the Affordable Housing Policy Development Background Paper

Your views

Do you agree with this policy direction?
Which Option for establishing indicative percentages of affordable housing do you prefer?

Settlement Boundaries

7.74 Settlement boundaries are a well-used planning tool for guiding, controlling and identifying the limits to development for individual settlements. They are lines drawn around defined nucleated settlements to reflect their built form and the area to which a set of plan policies are applied. This may not necessarily reflect the full extent of the village. Settlement boundaries have added certainty to planning decisions and locally are an understood and generally accepted planning tool.

The need for, and extent of, any settlement boundaries is an issue which will be addressed within the Hereford Area, and the Market Towns and Rural Areas Plans.



Policy: Gypsy and Travellers

Preferred Policy Direction – Gypsy and Travellers

The Core Strategy will contain criteria based policy for accommodation of Gypsies, Travellers and travelling show people to provide guidance for new pitches prior to the completion of the two area DPDs. The criteria policy will include emphasis on high standard of site design, waste management and recycling facilities, appearance, landscape, access to facilities and services and provide an indication of scale.

The Core Strategy Place Shaping will also investigate the possibility of including pitches within the urban extensions according to current needs.

Provision/site allocations will be investigated within the Hereford Area Plan and the Market Towns and Rural Areas Plan for any additional pitch requirements as will investigating the scope for authorising currently unauthorised, but tolerated sites as a means of meeting needs.

Background

- 7.75 The national policy context shows that the government is committed to increasing the levels of authorised site provision for gypsies and travellers and travelling show people. The government established a new policy framework to significantly reduce the current levels unauthorised camping and avoid the problems that some unauthorised sites can cause.
- 7.76 In attempting to tackle these inequalities and to specifically resolve the problems which unauthorised camping can create, the Government expects local authorities to take a balanced approach by carrying out effective but fair enforcement of planning policies and by working to develop new sites and improve existing ones.

Results of Developing Options consultation and evidence base

All of the options received support; however the most favoured was to 'develop a countywide criteria based policy' and to 'identify areas/locations where sites would be unacceptable due to environmental constraints'.

The Gypsy and Traveller Accommodation Assessment (2008) that was undertaken for Herefordshire, Shropshire, Telford and Wrekin and Powys identified that up 2012 there was a requirement of 83 pitches for Herefordshire; and between 2012 and 2017 there is an additional requirement of 26 pitches due to family growth. This gives a total requirement for 109 pitches in the period up to 2017.

The study did not however, identify any potential locations for this accommodation need, nor did it identify the different types of accommodation needed by the different travelling communities.

- 7.77 This preferred option is based on Option 1 within the Developing Options Paper with elements of the other two options included.



Core Strategy Objectives

This policy direction will seek to address social and environmental objectives 1, 2 and 10.

Alternative options not taken forward

7.78 Two alternative options from the Developing Options consultation have not been taken forward, these are as follows:

- Option 2: Identify areas/locations where sites would be unacceptable due to environmental constraints - this option has not been taken forward as a policy based on this approach would be largely negative and therefore contrary to the national approach to positively aim to meet travellers needs. The criteria based approach will identify how environmental constraints will be taken into account in dealing with proposals for new sites; and
- Option 3: Provide an indication of specific areas where sites are needed – evidence to provide sub-county information on the need for new sites is not available, such evidence will be better utilised as part of the other DPDs which will include site allocations.

7.79 The Developing Options consultation responses did not identify any distinctive reasonable alternative options to those already consulted upon.

How the Sustainability Appraisal and has influenced this policy direction

The gypsy and traveller policy direction has been assessed as marginally moving towards sustainability with mitigation. The policy direction would help in meeting the housing needs of the county, however, there are remaining issues in respect of reducing the need to travel.



Further information

Background to this policy direction is contained within the Gypsy and Travellers Policy Development Paper.

Your views

Do you agree with this policy direction?



Theme: Ensuring better health and wellbeing**Policy: Open Space, Sport and Recreation****Preferred policy direction – Open space, sport and recreation**

The preferred policies will:

- Protect existing open space and recreation facilities through the Hereford Area Plan and the Market Towns and Rural Areas Plan;
- Develop area specific standards and needs for the provision of open space and recreation facilities to be addressed in the Hereford Area Plan and the Market Towns and Rural Areas Plan.

Background

7.80 In accordance with Planning Policy Guidance Note 17 (PPG17), local planning authorities are required to assess the needs of local communities and undertake an audit of existing open spaces looking at the quantity and quality of open spaces, their use and accessibility. These assessments provide the basis of a local strategy for open space; Planning Policy Statement 3: Housing builds on this and advises that new dwellings should provide, or have good access to, sufficient open space; particularly play space where family housing is proposed. Policy QE4: Greenery, Urban Green-space and Public Places within the regional plan reiterates that access to quality open spaces can greatly improve the quality of life in urban areas by providing opportunities for sport and recreation and supporting conservation and the improvement of biodiversity.

Results of Developing Options consultation and evidence base

The results of the Developing Options Paper consultation reveal that of the two options put forward there was a preference for option 1 to develop a countywide standard for the provision of open space and recreation facilities within all new developments, similar to the current approach (54%), with fewer respondents in favour of the other option of developing area specific standards (46%).

In January 2005, Strategic Leisure Limited was commissioned by Herefordshire Council to carry out an Open Space Audit. The aim of the audit was to carry out a comprehensive survey of open space, sport and recreation provision within the county, in accordance with PPG17. The audit highlights the importance of open space in Herefordshire. It addresses management and supply as well as peoples' perception of spaces within the county, the issues which affect Herefordshire's open space provision and its future needs and demands.

The PPG17 audit and assessment concluded with the recommendation that identified provision deficiencies of different types of open space should be addressed as a priority in the production of the Local Development Framework. Work is currently ongoing to produce a comprehensive Open Space Strategy for Herefordshire based on the 2005 audit, as well as other Herefordshire Council strategies that will affect the nature and provision of open space in the county.



Core Strategy Objectives

This policy direction will seek to address a number of social, economic and environmental objectives 2, 4, 9, 10, 11 and 12 (see Section 4).

Alternative Options not taken forward

- 7.81 The option to develop a countywide standard for the provision of open space (option 1 at Developing Options stage) has been rejected on the basis of the findings of the Open Space Study which recommended using area specific standards.
- 7.82 The Developing Options consultation responses did not identify any distinctive reasonable alternative options to those already consulted upon.

How the Sustainability Appraisal has influenced this policy direction

The policy direction is based on Option 2 as set out in the Developing Options Paper. The sustainability appraisal of this option undertaken at the time suggested the policy direction was considered to be working towards sustainability. Further sustainability appraisal of the detailed policy wording at submission stage will be necessary



Further information

Background to this policy direction is contained within the Sport and Recreation Policy Development Paper.

Your views

Do you agree with this policy direction?



Policy: Green infrastructure**Preferred policy direction – Green Infrastructure**

The preferred policies will:

- Ensure that new developments are designed in a way which enhances Herefordshire's green infrastructure, for example through linking into existing green networks; addressing climate change or enhancing biodiversity (see Appendix 5 on Green Infrastructure Strategy);
- Seek positive contributions for green infrastructure proposals, particularly in areas where there is an identified need, through the Infrastructure Delivery Policy (see Sustainable Communities theme).

Background

7.83 Planning Policy Statement 12 (PPS12): Local Spatial Planning defines green infrastructure as a network of green space both new and existing, rural and urban, which supports natural and ecological processes and is integral to the health and quality of life of sustainable communities. This is a separate issue to the consideration of areas of open space covered in the previous policy direction.

7.84 Notwithstanding the benefits to the environment, the green infrastructure policy within the Core Strategy will contribute to the development of better places in which to live, work and invest. Such a policy will help create places with a distinctive and attractive character that function well, are well connected and appealing. They will help forge a closer relationship between urban and rural areas, with the countryside functioning more successfully as a place that feeds and sustains Hereford and the market towns.

Results of Developing Options consultation and Evidence Base

Three options were put forward regarding this issue at Developing Options stage. These included ensuring new developments result in enhancing green infrastructure, seeking developer contributions towards green infrastructure projects and promoting multi-purpose use of green infrastructure. All three options were favoured by the public in terms of progressing a policy direction.

The preferred approach of the Core Strategy therefore amalgamates elements of all three options suggested within the 2008 consultation.

Key components of the evidence base, the Green Infrastructure Strategy, have yet to be finalised, but emerging evidence reveals a strategy based upon the concepts outlined in Appendix 5: Green Infrastructure Strategy.



Core Strategy Objectives

This policy direction will seek to address a number of social, economic and environmental objectives including 2, 8, 9, 10, 11 and 12.

Alternative options not taken forward

7.85 The option of designating new areas of Areas of Outstanding Natural Beauty was raised at Developing Options consultation. This issue would need to be addressed through an Act of Parliament as opposed to through the Local Development Framework.

How the Sustainability Appraisal has influenced this policy direction

The policy direction takes forward all three options set out in the Developing Options Paper. The sustainability appraisal of this option undertaken at the time suggested all policy options were working towards sustainability. Further sustainability appraisal of the detailed policy wording at submission stage will be necessary.



Further information

Background to this policy direction is contained within the Green Infrastructure Policy Development Paper.

Your views

Do you agree with this policy direction?



Policy: Health

Preferred policy direction – Health

The preferred policy direction for health will;

- Support development proposals for new or expanded healthcare facilities through the Hereford and Market Towns and Rural Areas Plans, in partnership with the Herefordshire Primary Care Trust and other healthcare providers, and facilitated by developer contributions;
- Promote multiple community uses of new and existing facilities through the Hereford Area Plan and the Market Towns and Rural Areas Plan

See the Rural Areas section for protection of rural community facilities policy direction and the Infrastructure Delivery Policy.

Background

7.86 The national and regional health policy agendas advise that the delivery of safe, healthy and attractive places to live should be a key objective of spatial policy.

Results of Developing Options consultation and evidence base

The results of the Developing Options consultation show both options of providing new healthcare facilities (86%) and increasing the capacity of existing facilities (92%) gained strong support amongst respondents.

This preferred policy direction is based on both options highlighted within Question 55 of the Developing Options consultation.

The Open Space Study concerning outdoor sports and open space provision, together with the emerging Green Infrastructure Strategy are directly relevant to health issues.

Core Strategy Objectives

This policy direction will seek to primarily address social objectives 2 and 4 (see Section 4).

Alternative options not taken forward

7.87 The Developing Options consultation responses did not identify any distinctive reasonable alternative options to those already consulted upon.

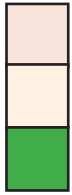
Additional policy directions which will have an impact on health and wellbeing;

7.88 The Movement policy direction will seek to promote more accessible modes of transport to community facilities.



How the Sustainability Appraisal has influenced this policy direction

The health policy direction has been assessed as moving towards sustainability. Finally policy wording will need to make clear when such provision is a requirement of new development and the mechanisms are in place to deliver the required facility.



Further information

Background to this policy direction is contained within the Health Policy Development Paper

Your views

Do you agree with this policy direction?



Section 8: Implementation and Monitoring

Implementation Strategy

- 8.1 As the Core Strategy is a spatial plan, the implementation of its vision, objectives and policies can only be achieved through partnership working with a range of public, private and voluntary bodies. There will, for example, be joint working arrangements with the Local Strategic Partnership to co-ordinate implementation between the Sustainable Community Strategy and the Local Development Framework. The role of the Core Strategy is to provide a clear and robust framework for development in order that investment and action required can be coordinated to ensure efficient and effective delivery.
- 8.2 Delivery of the plan's objectives will be driven by a separate Implementation Plan, which will identify the following information in relation to each Core Policy. It is proposed to set out the Implementation Plan along the lines of the following template:

Aim of Core Policy	Key Infrastructure elements	Delivery Agencies		Plans, Programmes, Strategies	Actions/ Mechanisms	Funding Sources	Core Strategy Timescales
		Lead Agency	Partner agency				
Each policy makes reference to a combination of specific targets or broad intentions that must be delivered	This needs to be outlined here but will need to be backed up by a detailed Infrastructure Delivery Programme which can be updated regularly	As stated above, the Council is not the only organisation involved in implementation. Other organisations may include very large bodies e.g the Highways Agency and utility providers, or smaller and more locally-based organisations		The LDF may be influenced by other plans, programmes or strategies and by external sustainability objectives such as those laid down in policies or legislation	The implementation plan must identify which specific actions or mechanisms are required to deliver the objectives of the Core Policies e.g. developer contributions, planning application process, Local Transport Plan, developing a culture of partnership working to achieve the vision.	The Implementation Plan should set out cost and funding sources where applicable including viability evidence to show an approach is realistic and capable of delivering the	Timescales for completion and milestones will be identified.



- 8.3 Herefordshire Council's Local Development Scheme (LDS) will also play an important role in managing the implementation of the policies and proposals in the Core Strategy. This project management tool sets out the programme for producing the other Local Development Framework documents that will support the Core Strategy. In doing so, the Local Development Scheme can ensure that the policies and proposals of the Core Strategy are implemented in such a way that ensures areas of greatest priority and need are tackled first. This co-ordinated approach will help to secure implementation and timely delivery of the Core Strategy's objectives.

Monitoring Strategy

- 8.4 The Core Strategy is intended to provide a robust framework to guide development up to 2026 and it should not need to be frequently revised. Herefordshire Council will measure the performance and effects of all the documents in the Local Development Framework by assessing the effectiveness of its policies and proposals in delivering the Plan's strategic objectives through the Annual Monitoring Report (AMR). This is produced by Herefordshire Council at the end of each year and, indeed, has been produced for the Unitary Development Plan for the last few years. As the Core Strategy and other LDF documents are produced, it will be necessary to revise the indicators against which performance is currently assessed to take account of emerging policy.
- 8.5 The policies and proposals will also be assessed against key objectives and targets included in the Sustainability Appraisal of the Local Development Framework General Scoping Report (which can be found on Herefordshire Council's website), to assess their contribution towards promoting sustainable development. "Significant effects" and contextual indicators will be identified in the revision to the General Scoping Report and be taken forward into the Annual Monitoring Report to ensure that the implementation of policies and proposals of the adopted Core Strategy and other LDF documents are actually working towards sustainable development.
- 8.6 Clearly, the Core Strategy must be able to respond to changing needs and circumstances. This will include assessing the potential impacts of new or updated national, regional and local policy and guidance. Furthermore, Herefordshire Council will need to consider how changing circumstances have affected the LDF and deal with these accordingly. There will be a section in the AMR dealing with this aspect.

Your views

Do you agree with the Implementation and Monitoring Strategy?



Section 9 – Next Steps

- 9.1 As this Place Shaping consultation is covering three documents, the comments received will be used to inform the next stages of the Core Strategy, Hereford Area Plan and the Market Towns and Rural Areas Plan. The comments to the Hereford Transport section will also help to inform the Local Transport Plan 3.

Core Strategy

- 9.2 The next stage will be the publication of the Submission Core Strategy prior to its submission to the Secretary of State. The comments received during this consultation will help inform which options are the best to pursue. It is intended that the Submission Core Strategy will be published in late 2010. (see Figure 2 in section 1)

Hereford Area Plan

- 9.3 The comments received to the issues highlighted within the Hereford Place Shaping section will be used to inform the 'options' for the Hereford Area Plan.

Market Towns and Rural Areas Plan

- 9.4 The comments received to the issues highlighted within the Place Shaping section on the five market towns and the Rural Areas will inform the 'options' for the Market Towns and Rural Areas Plan.
- 9.5 The Consultation Statement and Analysis of Results from the Place Shaping Consultation will be available in due course. Further updates on all three plans including the production timetable will be available at: www.herefordshire.gov.uk/ldf.



Glossary of Terms

Term	Meaning
A	
Active Travel	An approach to travel and transport that focuses on physical activity (walking and cycling) as opposed to motorised means.
Affordable Housing	Housing subsidised in some way for people unable to rent or buy on the open housing market. The definition of 'affordable housing' includes key worker housing and shared ownership homes.
Aggregates	Sand and gravel, crushed rock and other bulk materials used in the construction industry for purposes such as the making of concrete, mortar, asphalt or for roadstone, drainage or bulk filling.
Air Quality Management Areas (AQMA)	An area that a Local Authority has designated for action, based upon a prediction that Air Quality Objectives would be exceeded.
Annual Monitoring Report (AMR)	Each year, the Council will produce an Annual Monitoring Report, which will set out its progress in achieving set goals over the previous year. The Annual Monitoring Report will cover both the production of documents identified in the Minerals and Waste Development Scheme and the achievement of targets in those documents.
Area of Outstanding Natural Beauty (AONB)	A statutory landscape designation, which recognises that a particular landscape is of national importance. The primary purpose of the designation is to conserve and enhance the natural beauty of the landscape.
B	
Biodiversity	The variety of plants and animal life on earth encompassing the diversity of habitats, species and genetic variation. Biodiversity provides our life support system as well as having social and economic value.
Brownfield Land	Both land and premises are included in this term, which refers to a site that has previously been used or developed. It may be vacant, derelict or contaminated. This excludes open spaces and land where the remains of previous use have blended into the landscape, or have been overtaken by nature conservation value or amenity use.
C	
Capacity	A measure of the volume of traffic that a point or link in transport infrastructure can accommodate, and often an evaluation of the extent to which that infrastructure is coping with the traffic that makes use of it; for example, underused, at or near capacity etc.
Carbon Footprint	A measure of the impact human activities have on the environment in terms of the amount of green house gases produced - measured in units of carbon dioxide.
Carbon Dioxide (CO ₂)	Carbon dioxide is a naturally occurring gas comprising 0.04% of the atmosphere. The burning of fossil fuels releases carbon dioxide fixed by plants many millions of years ago, and this has increased its concentration in the atmosphere by some 12% over the past century. It contributes about 60% of the potential global warming effect of man-made emissions of greenhouse gases.



Term	Meaning
Climate Change	The term climate change is generally used when referring to changes in our climate, which have been identified since the early parts of the 1900's. The changes that we have seen over recent years, and those which are predicted over the next 80 years; are thought to be mainly as a result of human behaviour rather than due to natural changes in the atmosphere.
Community Facilities	Land and buildings uses to help meet health, education and social needs in terms of developing and maintaining the health and wellbeing of all.
Community Infrastructure Levy	A mechanism that empowers Local Authorities to apply a Community Infrastructure Levy on new developments in their areas to support infrastructure delivery
Community Strategy	This is a practical tool for promoting or improving the economic, social and environmental wellbeing of the area of jurisdiction of the Local Authority. Such strategies are prepared allowing for local communities (based on geography and/or interest) to articulate their aspirations, needs and priorities.
Conservation Areas	An area, as defined in the Town and Country Planning Act (1990), designated as being of special architectural or historical interest the character and appearance of which it is desirable to preserve or enhance.
Core Strategy	This sets out the key elements of the planning framework for the area. It is comprised of a spatial vision and strategic objectives for the area; a spatial strategy; core policies; and a monitoring and implementation framework - with clear objectives for achieving delivery. Once adopted, all other planning must be in conformity with it.
D	
Development Plan	The statutory development plan is the starting point in the consideration of planning applications for the development or use of the land. The development plan will consist of the West Midlands Regional Spatial Strategy prepared by the West Midlands Regional Planning Body, and Development Plan Documents prepared by the Council.
Development Plan Documents (DPD)	Statutory elements of the Local Development Framework which make up the Development Plan.
E	
Edgar Street Grid (ESG) Masterplan	This establishes a three-dimensional framework of buildings and public spaces. It is a visual 'model' which can show: the relationship between buildings and space; the connections between streets, squares and open spaces; the movement patterns; the height, massing and bulk of buildings; the distribution of uses; the location of street furniture and landscaping; and how well the new urban neighbourhood is integrated with the surrounding urban context
Employment Land	Land used for office, industrial and warehousing purposes
Energy Efficiency	Making the best or the most efficient use of energy in order to achieve a given output of goods or services, and of comfort and convenience. This does not necessitate the use of less energy, in which respect it differs from the concept of energy conservation.



Term	Meaning
Environmental Assets	Features in the physical environment that are valued for a variety of cultural and scientific reasons.
Environmental Capacity	The limit of acceptable environmental change within a defined area.
European Landscape Convention (ELC)	Is a treaty produced by the Council of Europe and voluntarily signed and ratified by the UK government in 2006; the provisions of the ELC came into effect in March 2007. Articles 5 and 6 of the ELC highlight the need to develop policies and recognise in law the protection, management and planning of all landscapes.
Evidence Base	The information and data gathered by Local Authorities to justify the 'soundness' of the policy approach set out in Local Development Documents, including physical, economic and social aspects of the area.
F	
Floodplain	This is identified as the area of land at risk of flooding, when water flows into a watercourse channel overtops its banks
G	
General Scoping Report	This provides a general framework for the Sustainability Appraisal of future documents being produced as part of a new planning system for Herefordshire. The existing scoping report represents the first stage in an iterative of sustainability appraisal of the Council's Core Strategy.
Greenfield Land	Land that has not been previously developed, often in agricultural use.
Green Infrastructure	A planned and delivered network of green spaces and other environmental features designed and managed as a multifunctional resource providing a range of environmental and quality of life benefits for local communities. Green infrastructure includes, parks, open spaces, playing fields, woodlands, allotments and private gardens
Green Space	A collective term used to describe all parks, public gardens, playing fields, children's play areas, woodlands, nature reserves, allotment gardens, linear and other open space.
Gypsy and Traveller Sites	Sites either for settled occupation, temporary stopping places, or transit sites for people of the nomadic way of life, such as travellers and gypsies.
H	
Herefordshire Economic Assessment	A Comprehensive analysis of the local economy, including future prospects that may generate and attract inward investment into the County.
Herefordshire Learning Village	A purpose-built state of the art learning centre. The Learning Village will provide a co-ordinated range of courses that are specifically targeted to meet the needs of local employers, a business development unit and a high technology engineering and craft workshop.
Historic Parks and Gardens	Gardens, parks and designated landscapes which are of national historical interest and which are included in English Heritage's Register of Parks and Gardens of special historic interest in England.
Housing Trajectory	Tbc



Term	Meaning
I	
Infrastructure	A collective term for services such as roads, electricity, sewerage, water, social services, health facilities and recycling and refuse facilities.
J	
K	
L	
Land Bank	A means of implementing proposals that involve the acquisition, leasing or other method of land access; by which required parcels of land are assembled until development can proceed.
Landfill Sites	The place where controlled waste is deposited. References to landfill may also refer to land raising and waste disposal.
Listed Buildings	Buildings of special architectural or historic interest included in a list compiled by the Secretary of State and where special protection measures apply. Buildings are sub-divided into the following three categories: Grade 1; Grade 2 and Grade 2*.
Local Development Framework (LDF)	This is not a statutory term; however it sets out in the form of a 'portfolio/folder', the Local Development Documents, which collectively deliver the spatial planning strategy for the local planning authorities area. These are replacing Unitary Development Plans.
Local Development Scheme (LDS)	This is a public statement of a local authorities programme for the production of the Local Development Documents. The scheme will be revised when necessary. This may be either as a result of the Annual Monitoring Report, which should identify whether the local authority has achieved the timetable set out in the original scheme; or if there is a need to revise and/or prepare new Local Development Documents.
Local Housing Market Assessment (LHMA)	A Herefordshire wide analysis of housing demand and housing need
Local Strategic Partnerships (LSP)	These are non-statutory, multi-agency partnerships, which match local authority boundaries. Local Strategic Partnerships bring together at a local level the different parts of the public, private, community and voluntary sectors; allowing different initiatives and services to support one another so that they can work together more effectively.
Local Transport Plan 3	A five-year integrated transport strategy being prepared by the Council as a highway authority, in partnership with the community; which seeks funding to help provide local transport projects.
M	
Mitigation	Measures taken to reduce adverse impacts; for example, changing the way development is carried out to minimise adverse effects through appropriate methods or timing.
Monitoring	Procedures by which the consequences or policies and proposals are checked on a continuous or periodic basis in order to assess their effectiveness and impact.



Term	Meaning
N	
New Growth Point	A national initiative to provide support to local authorities that wish to pursue large scale and sustainable growth, including new housing and jobs in partnership with the Central Government.
O	
Open Space	All land in Herefordshire that is predominantly undeveloped other than by buildings or structures that are ancillary to the open space use. The definition covers a broad range of types of open space within the County, whether in public or private ownership and whether public access is unrestricted, limited or restricted.
P	
Park and Ride	Facilities which seek to reduce town centre congestion by encouraging motorists to leave their vehicles at a car park on the edge of town and travel into the centre by public transport - usually buses direct from the parking area.
Plan, monitor and manage	The ability to form a Plan, monitor the performance of its policies and amend if necessary.
Planning Obligations	(See Section 106 Agreements).
Planning Policy Statement (PPS)	These are statements of Government's national policy and principles towards certain aspects of the town-planning framework. They are legally binding and may be treated as material considerations in the determination of planning applications. They were introduced under the provisions of the Planning and Compulsory Purchase Act (2004), and are gradually replacing the old style Planning Policy Guidance Notes.
Previously Developed Land (PDL)	(See Brownfield land)
Primary Care Trust (PCT)	Herefordshire Primary Care Trust is the local National Health service organisation that plans, provides and purchases health services for people registered with a Herefordshire GP. It is also responsible for improving public health.
Public Service Trust	A new partnership arrangement between Herefordshire Primary Care Trust and Herefordshire Council that will culminate in the joint planning, purchase, design and integration of all local public services around the needs of individual customers and patients.
Public Transport	Generally bus and rail services operated for the carriage of passengers drawn from the general public; also covers taxis and less conventional forms such as post-buses.
R	
Regeneration	The redevelopment of decaying or run-down parts of older urban areas, in order to bring them new life and economic vitality.



Term	Meaning
Regional Spatial Strategy (RSS)	The long-term landuse and transport-planning framework for the West Midlands region. The overarching framework guides the preparation of Herefordshire's development plans and local transport plans. It also determines the scale and distribution of housing and economic development across the region, investment priorities for transport; and sets out policies for enhancing the environment.
Renewable Energy	Power derived from a source that is continually replenished, such as wind, wave, solar, hydroelectric and energy from plant material, but not fossil fuels or nuclear energy. Although not strictly renewable, geothermal energy is generally included.
Restoration	The treatment of an area after operations for the winning and working of minerals have been completed, by the spreading of any or all of the following; topsoil, subsoil and soil making material.
Retail Hierarchy	A hierarchy of shopping centres ranging from regional and sub-regional centres through to town centres, district and local centres.
Rural Regeneration Zone	A vehicle for bringing together partners from the public, private and voluntary sectors to develop and implement a programme of economic regeneration for the area.
S	
Section 106 Agreements	An agreement by the local authority with a landowner/developer restricting or regulating the development or use of land either permanently or temporarily, in accordance with the Town and Country Planning Act (1990)
Sequential Approach	A planning principle that seeks to identify, allocate or develop certain types of locations of land before others. For example, Brownfield before Greenfield sites, or town centre retail sites before out-of-centre sites. In terms of employment a sequential approach would favour an employment use over mixed use and mixed use over non-employment uses.
Settlement Boundaries	Settlement boundaries are intended to define the extent of the existing built-up areas of towns and villages. They highlight a fundamental distinction in terms of planning policy between existing developed areas and the surrounding countryside, where land uses are intended to remain for the most part undisturbed. Subject to environmental considerations, development should be contained within settlement boundaries during the Plan period.
Settlement Hierarchy	Settlements ordered by their size - hamlets, villages, towns, cities and conurbations.
Significant Urban Extensions	Large-scale housing growth on the periphery of towns.
Sites of Special Scientific Interest (SSSI)	SSSIs form a nationally important series, which contributes to the conservation of our natural heritage of wildlife habitats, geological features and landforms. SSSIs are areas of land that have been notified as being of special interest under the Wildlife and Countryside Act (1981) or the National Parks and Access to the Countryside Act (1949). SSSIs are the counties very best wildlife and geological sites. They include some of the most spectacular and beautiful habitats.
Social Housing	Subsidised housing provided by a Registered Social Landlord or Local Authority allocated on the basis of need.



Term	Meaning
Soundness	Legislation does not define the term 'sound', however, the Planning Inspectorate consider it in the context of its ordinary meaning - being 'showing good judgement' and 'able to be trusted', and within the context of fulfilling the expectations of the legislation. In order to decide whether a document is sound, the Inspector will apply nine tests of soundness as set out in Planning Policy Statement 12: Local Development Frameworks.
Special Areas of Conservation (SAC)	SACs are sites designated under the Habitats Directive (Directive 92/43/EEC on the conservation of natural habitats and of fauna and flora). Together with Special Protection Areas they will form the Natura 2000 network of sites.
Stakeholders	Groups, individuals or organisations that may be affected by, or have a key interest in, a development proposal or planning policy. They may often be experts in their field or represent the views of many people.
Statement of Community Involvement (SCI)	This sets out the standards to be achieved by the Local Authority in involving the community in the preparation, alteration and continuing review of all Local Development Documents and planning applications. This statement is a clear public statement enabling the community to know how and when they will be involved in the preparation of Local Development Documents, and how they will be consulted on planning applications.
Strategic Locations	Tbc
Strategic Environmental Assessment (SEA)	A formal environmental assessment of certain plans and programmes which are likely to have significant effects on the environment. Local Authorities which prepare and adopt such a plan or programme must prepare a report on its likely environmental effects. They must consult environmental authorities and the public, and take the report and the results of the consultation into account during the preparation process, before the plan or programme is adopted.
Strategic Flood Risk Assessment (SFRA)	A planning tool that enables the Council to select and develop sites away from flood risk areas. The Strategic Flood Risk assessment is being prepared as part of the Council's emerging Local Development Framework process but also sets out the procedure to be followed when assessing new sites that fall within a flood risk area.
Strategic Housing Market Assessment	A sub-regional analysis of housing demand and need.
Strategic Housing Land Availability Assessment (SHLAA)	A study that will identify as many potential housing sites as possible for the period from 2009 - 2026, and to explore any constraints that might affect their suitability, viability or availability for development.
Strategic Highway Network	A categorisation of the road network into different categories determined by the functions they perform.



Term	Meaning
Supplementary Planning Documents (SPD)	These can take the form of design guides or area development briefs. However, each supplementary planning document must be consistent with national and regional planning guidance, as well as the policies set out in the adopted plan. It should be clearly cross-referenced to the relevant plan policy or proposal that it supplements. Public consultation should be undertaken and supplementary planning documents should be regularly reviewed.
Sustainable Development	In broad terms, this means development that meets the needs of the present without compromising the ability of future generations to meet their own needs. The Government has set out five guiding principles for sustainable development in its strategy 'Securing the Future - UK Government Strategy for Sustainable Development'. The five guiding principles to be achieved simultaneously are: Living within environmental limits; Ensuring a strong, healthy and just society; achieving a sustainable economy; promoting good governance; and using sound science responsibly.
Sustainable Drainage Systems (SUDS)	Measures introduced in developments which aim to minimise surface water run-off and the level of waste water generated by the development. These can include use of reed beds to filter water and swales.
Sustainability Appraisal (SA)	The Planning and Compulsory Purchase Act (2004) requires Local Development Documents to be prepared with a view to contributing to the achievement of sustainable development. Sustainability appraisal is a systematic process that is used to appraise process that is used to appraise the social, environmental and economic effects of the strategies and policies set within a Local Development Document from the outset of the preparation process. This will ensure that decisions are made that accord with sustainable development.
T	
U	
Unitary Development Plan (UDP)	Statutory plans produced by each borough which integrate strategic and local planning responsibilities through policies and proposals for the development and use of land in their area. These are being replaced by Local development Frameworks.
V	
W	
Waste Management Facilities	These include facilities for waste treatment and disposal. Most waste management facilities and landfill sites are privately owned. The County Council has contracts with the private companies for the treatment and disposal of municipal waste.
West Midlands Region	An official Region of England, covering the western half of the area traditionally known as the Midlands. It contains the second largest British city, Birmingham, and the larger West Midlands conurbation, which includes the city of Wolverhampton and large towns of Dudley, Solihull, Walsall and West Bromwich and a number of Shire counties including Herefordshire.



Term	Meaning
West Midlands Regional Assembly (WMRA)	A voluntary institution, which is responsible for developing and co-ordinating a strategic vision for the region, through the West Midlands Regional Spatial Strategy.
X	
Y	
Z	
Zero Carbon Homes	Dwellings that achieve zero net carbon emissions from energy use on site, on an annual basis



Appendix 1 - Core Strategy and Community Strategy Links

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

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

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



Objective 4	
To reduce the need for travel and lessen harmful impacts of traffic growth, promote active travel and improve quality of life	Support businesses and home working through better Broadband services
	Reduce traffic congestion and improve health through integrated transport provision, including opportunity for maximising walking, cycling and public transport
	Act to mitigate Climate Change and its consequences including promoting adaptation where this is necessary and appropriate
	Encourage investment in high quality streets, public spaces and the built environment
	Increase road safety

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

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



Objective 7	
To strengthen Hereford's role as a sub-regional focus for the county	Sustain existing businesses with advice and guidance to minimise job losses and work with partners to support employment
	Improve business accommodation and employment land quality and availability
	Attract high quality and better paid employment into the County and encourage entrepreneurship and innovation
	Promote Herefordshire as a destination for food, tourism and businesses
	Reduce traffic congestion and improve health through integrated transport provision, including opportunity for maximising walking, cycling and public transport
	Encourage businesses to reduce carbon dioxide and make savings through sustainable working practices
	Encourage investment in high quality streets, public spaces and the built environment
	Assist local communities to identify, retain and develop local distinctiveness
	Provide accessible, high quality sporting, cultural and recreational facilities and activities
	Ensure fair access to the services which Herefordshire residents need

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



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

Objective 10	
To achieve sustainable communities and protect the environment	Act to mitigate Climate Change and its consequences including promoting adaptation where this is necessary and appropriate
	Reduce waste and increase recycling
	Protect and enhance biodiversity within the County
	Protect water resources and their environments and encourage responsible water use
	Promote sustainable land management
	Ensure fair access to the services which Herefordshire residents need
	Raise awareness and understanding of volunteering, promoting mutual benefits to the individual and the wider community
	Encourage communities and individuals to participate and influence local decisions which affect them
	Promote a County where people feel accepted, confident and empowered
	Ensure communities are more resilient and recover from emergencies through effective partnership planning and co-ordination
	Reduce traffic congestion and improve health through integrated transport provision, including opportunity for maximising walking, cycling and public transport
	Encourage businesses to reduce carbon dioxide and make savings through sustainable working practices



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

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



Appendix 2: List of Evidence Base Studies available.

Evidence Base	Purpose	Status (Jan 2010)	Availability
Strategic Housing Land Availability Assessment (SHLAA)	A study to identify as many potential housing sites as possible from 2009 -2026 and to explore any constraints that might affect there suitability, viability or availability for development.	Completed	On website
West Sub-regional Housing Market Assessment (SHMA)	To provide a detailed sub-regional market analysis of housing need and demands	Completed	On website
Local Housing Market Assessment (LHMA)	To further the SHMA providing more detailed information of housing need and demand within Herefordshire	Ongoing	
Affordable Housing Viability Study	An assessment of affordable housing viability to support the development of future planning policies	Ongoing	Expected January 2010
Sub-regional Gypsy and Traveller Assessment	A study to identify the pitch need requirements for both Gypsies and Travellers until 2017	Completed	On website
Water Study	An assessment of water supply and infrastructure in the County	Completed	
Strategic Flood Risk Assessment (SFRA)	To inform policy framework in respect of new development	Completed	On website
Employment Land Review	An assessment of current and future employment needs in the County	Completed	On website
Retail Study	Study looks at health checks for Hereford and the market towns, current floorspace and future needs for retail and leisure	Completed	On website
Green Infrastructure Study	Identifies issues, opportunities and deficiencies for environmental enhancements and connections	Completed	
Green Infrastructure Strategy	A basis for developing long-term project objectives for an enhanced green infrastructure network	Ongoing	
Open Space Study / Strategy	To enable the provision of good quality accessible open spaces, sport and recreational facilities.	Ongoing	
Transport Study – Hereford Multi Modal Model Forecasting Report	To examine the implications of potential new development and its impacts on the road network.	Completed	On website



Evidence Base	Purpose	Status	Availability
Rapid Townscape Assessment – Phase 1 Hereford	To provide an overview of historic townscape character and an informed basis for new housing.	Complete	September
Rapid Townscape Assessment – Phase 2 Market Towns	To provide an overview of historic townscape character and an informed basis for new housing.	Ongoing	Due to be completed by March 2010
Preliminary study for Historic Environment Development Impact and Designs Study (HEDIDS) – Phase 1	To identify historic environment constraints on the location of new development and to promote the historic landscape for innovative design of new places and communities.	Ongoing October (phase 1)	
Building Biodiversity into Herefordshire’s Strategic Housing Land Availability Assessment	To identify Biodiversity constraints, sensitivities and opportunities in relocation to potential new housing development. (Hereford and Market Towns)	Ongoing	
Urban Fringe Sensitivity Analysis	To assess the landscape capacity to assimilate new housing.	Ongoing	
Historic Environment Development Impact and Designs Study (HEDIDS) for Hereford. Phase 2 detailed study	To assess the landscape capacity to assimilate new housing.	Ongoing	2010/11
Central Hereford Historic Townscape Characterisation	To provide a greater understanding of Hereford’s archaeology to inform city centre regeneration.		
Waste and Minerals	To provide an assessment of the development requirements for mineral workings and waste facilities up until 2026	Completed	On website



Appendix 3: Key Issues

Social Progress:

- Providing for the needs of all generations
- Ensuring appropriate housing provision and affordability
- Provision of an access to important services and facilities in urban and rural areas
- Improving transport infrastructure, choice, movement and communications throughout the county
- Reducing the opportunities for crime and anti-social behaviour

Economic Prosperity:

- The need to capitalise on educational achievements through higher education provision and skills development
- Diversification of the economy to higher value added industries such as research and development
- Regeneration of the county
- Promoting tourism and cultural activities in the county

Environmental issues:

- Addressing the impacts of climate change, including flooding
- Protection and enhancement of environmental assets such as historic buildings, open spaces and designated sites
- Better use of resources including water, minerals, land, energy and promoting use of renewable energy and reducing waste generation throughout the County
- Improving poor air quality in specific locations due to vehicle pollution
- Ensuring high quality, locally distinctive, sustainable design and construction.



Appendix 4: Distribution of housing

Hereford

RSS requirement 2006 -2026	8,500
Built 2006-2009 (net)	887
Commitments (under construction, planning permissions or UDP allocations)	1170
Number of additional new homes required	6443
Estimate of new homes on non strategic sites (to be identified in Hereford Area Plan)	1150
Indicative number of new homes on strategic sites	5,300
Potential dwelling capacity identified on developable SHLAA sites (totals rounded to nearest 50)	9,215

Kington

RSS requirement 2006 -2026	200
Built 2006-2009 (net)	54
Commitments (under construction, planning permissions or UDP allocations)	104
Number of additional new homes required	42
Estimate of new homes on non strategic sites (to be identified in Hereford Area Plan)	50
Indicative number of new homes on strategic sites	0
Potential dwelling capacity identified on developable SHLAA sites (totals rounded to nearest 50)	96

Leominster

RSS requirement 2006 -2026	2,500
Built 2006-2009 (net)	126
Commitments (under construction, planning permissions or UDP allocations)	567
Number of additional new homes required	1807
Estimate of new homes on non strategic sites (to be identified in Hereford Area Plan)	100
Indicative number of new homes on strategic sites	1,700
Potential dwelling capacity identified on developable SHLAA sites (totals rounded to nearest 50)	3,040

Rural Areas

RSS requirement 2006 -2026	4,400
Built 2006-2009 (net)	840
Commitments (under construction, planning permissions or UDP allocations)	844
Indicative number of new homes on strategic sites	2,700
Potential dwelling capacity identified on developable SHLAA sites (totals rounded to nearest 50)	5,757

Bromyard

RSS requirement 2006 -2026	500
Built 2006-2009 (net)	48
Commitments (under construction, planning permissions or UDP allocations)	163
Number of additional new homes required	289
Estimate of new homes on non strategic sites (to be identified in Hereford Area Plan)	50
Indicative number of new homes on strategic sites	250
Potential dwelling capacity identified on developable SHLAA sites (totals rounded to nearest 50)	72

Ledbury

RSS requirement 2006 -2026	1,000
Built 2006-2009 (net)	28
Commitments (under construction, planning permissions or UDP allocations)	13
Number of additional new homes required	959
Estimate of new homes on non strategic sites (to be identified in Hereford Area Plan)	40
Indicative number of new homes on strategic sites	900
Potential dwelling capacity identified on developable SHLAA sites (totals rounded to nearest 50)	1,500

Ross-on-Wye

RSS requirement 2006 -2026	1,000
Built 2006-2009 (net)	197
Commitments (under construction, planning permissions or UDP allocations)	362
Number of additional new homes required	441
Estimate of new homes on non strategic sites (to be identified in Hereford Area Plan)	100
Indicative number of new homes on strategic sites	350
Potential dwelling capacity identified on developable SHLAA sites (totals rounded to nearest 50)	1,217

Definitions:

Net commitments adjusted for lapse rate on planning permissions and allocations

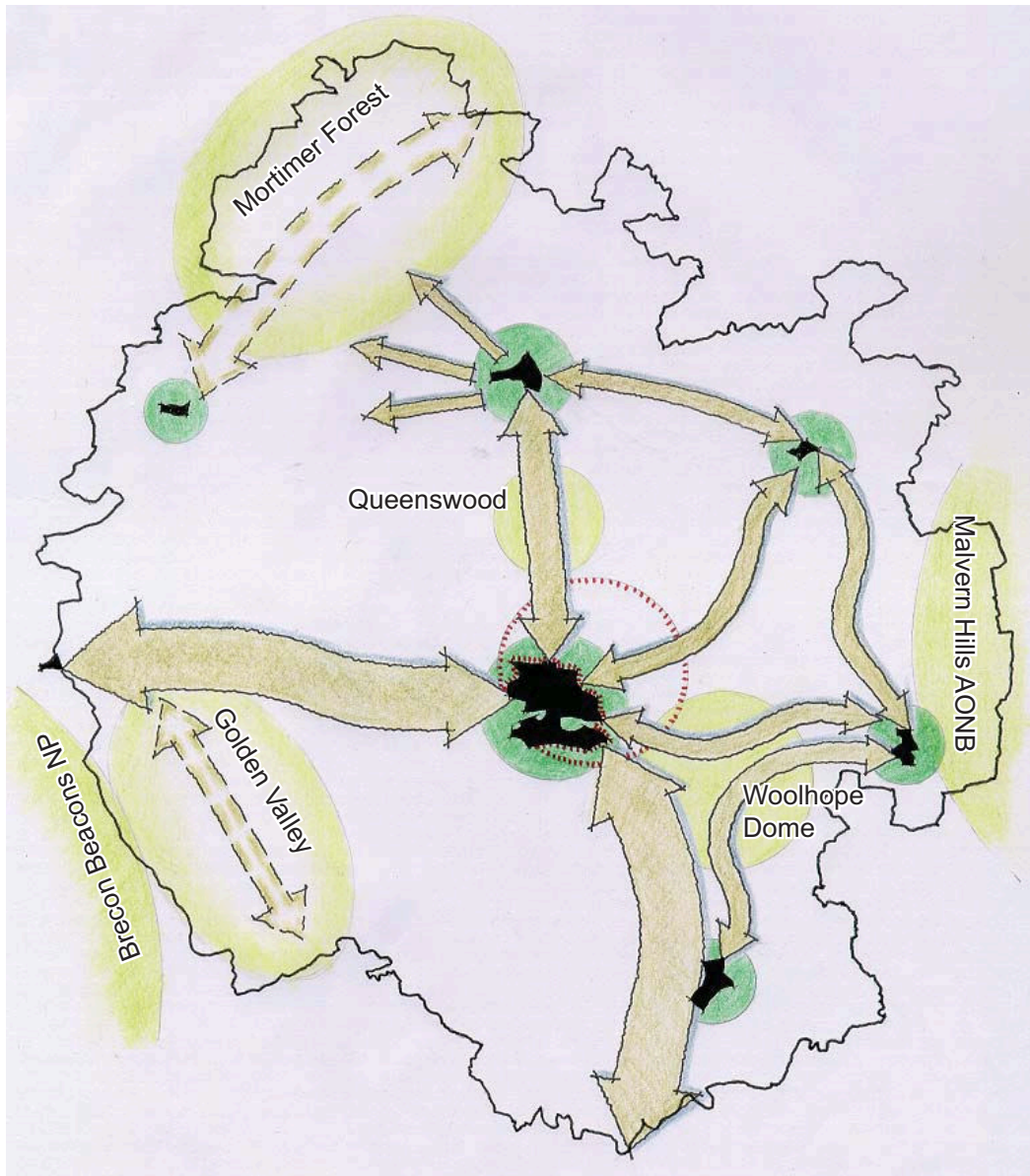
Net builds are the total completions minus any dwellings lost through demolitions or conversions.

Estimate of non-strategic sites identified through SHLAA (discounted for non-delivery)



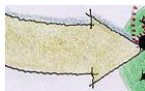
Green Infrastructure Strategy

Strategic District Concept Map



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Key



Strategic District Corridor



Settlement Fringe Zone



Country Park Zone



Appendix 6: List of Background Papers Available

The lists below indicate the range of papers which are available or being produce to supplement the Core Strategy. These papers contain the background information to strategy or policy development which has not been included within the 'Place Shaping Paper' in order to enable a concise and focused consultation paper.

	Date	Availability
Core Strategy Sustainability Appraisal	January 2010	On website
Core Strategy Habitat Regulation Assessment	January 2010	On website
Hereford Area Plan General Scoping Report	January 2010	On website
Market Towns and Rural Areas General Scoping Report	January 2010	On website

Background Papers	Date	Availability
Vision and Objectives	November 2009	On website
Spatial Strategy	January 2010	On website
Climate Change	December 2009	On website
Settlement Hierarchy	January 2010	On website
Affordable Housing	ongoing	
Spatial Portrait	December 2009	On website
Spatial Report	January 2010	On website
Cross Boundary Report	December 2009	On website
Market towns and Parish Plan Issues	January 2010	On website

Policy Development Papers	Date	Availability
Areas of Outstanding Natural Beauty	December 2009	On website
Design	December 2009	On website
Economy and Employment Land	December 2009	On website
Education and Skills	December 2009	On website
Green Infrastructure	December 2009	On website
Gypsy and Travellers	December 2009	On website
Health	December 2009	On website
Housing - Type, Mix and Density	December 2009	On website
Local Distinctiveness	December 2009	On website
Implementation Planning and Developer Contributions	December 2009	On website
Minerals	December 2009	On website
Movement in Herefordshire	December 2009	On website
Open Space, Sport and Recreation	December 2009	On website
Retail	December 2009	On website
Rural Economy	December 2009	On website
Tourism, Culture and Leisure	December 2009	On website
Waste	December 2009	On website



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