



Shaping our Place 2026

# Model Farm Supplementary Planning Document

## Statement of Consultation

September 2008

Prepared on behalf of Ross Area Partnership  
& Herefordshire Council  
by  
Hunter Page Planning

Local Development Framework



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## **1.0 Introduction**

- 1.1 This Statement of Consultation has been prepared in accordance with the requirements set out under Regulation 17 of the Town and Country Planning (Local Development) (England) Regulations 2004 (herein referred to as the Regulations 2004).
- 1.2 Prior to the adoption of any Supplementary Planning Document (SPD) Local Planning Authorities must undertake a scheme of consultation. This statement sets out the consultation undertaken in association with the preparation of the Development Brief for Model Farm, Ross-on-Wye. It outlines the approach taken to engage the local community in the development process at Model Farm.
- 1.3 It includes a list of the consultees and comments provided as part of the consultation process.

## **2.0 Consultation Requirements**

- 2.1 The Planning and Compulsory Purchase Act 2004 establishes the importance of public participation in the planning process and sets out the requirements of the planning system.
- 2.2 Regulation 17 of the Town and Country Planning (Local Development) (England) Regulations 2004 goes on to provide the specific requirements for public participation in the preparation and adoption of all Supplementary Planning Documents. It states that prior to the adoption of an SPD local planning authority's must:-
  - A) *make copies of the SPD documents and a statement of the SPD matters available for inspection during normal office hours –*
    - i) *at their principal office, and*
    - ii) *at such other places within their area as the authority consider appropriate; and*
  - B) *prepare a statement setting out –*
    - i) *the names of any persons whom the authority consulted in connection with the preparation of the SPD,*
    - ii) *how persons were consulted,*
    - iii) *a summary of the main issues raised in those consultations,*
    - iv) *how those issues have been addressed in the SPD.*

### **3.0 Public Consultation Undertaken**

#### **Herefordshire Unitary Development Plan**

- 3.1 Extensive public consultation has previously been undertaken regarding the allocation of development at Model Farm as part of the preparation of the Herefordshire Unitary Development Plan (UDP), which concluded that the site was suitable for development. In addition, a number of considerations were incorporated within the site allocation, such as highway considerations, the landscape buffer area and the Alton Court Aquifer. Whilst there were some objections to the allocation of Model Farm for employment use development, they were not considered to fundamentally affect its suitability for development and Herefordshire Council resolved to adopt the site allocation.

#### **Outline Planning Application**

- 3.2 As part of the associated outline planning application (app ref: DCSE2007/3140/O) two public consultation events were organised to present information relating to the redevelopment of Model Farm to local residents. Both exhibitions were held in Ross-on-Wye library, the first on 27<sup>th</sup> September 2007 and the second on 29<sup>th</sup> September 2007.
- 3.3 It is estimated that between 20 and 25 people visited the exhibition over both days, which is considerably lower than would be expected for such a proposal. The event was advertised by way of a notice in the local newspaper and by posters displayed in the local area.

#### **Draft Supplementary Planning Document**

- 3.4 The draft SPD was published for consultation purposes with a six week duration of 12<sup>th</sup> June 2008 to 25<sup>th</sup> July 2008 being the time period for comments to be made.
- 3.5 A public notice (Appendix 2) was placed in local newspapers identifying locations where the SPD and associated documents could be viewed. A copy of all documents have been made available for inspection online at [www.herefordshire.gov.uk](http://www.herefordshire.gov.uk).
- 3.6 In accordance with the guidance contained within paragraph 3, section 17, of the Regulations 2004, statutory consultees, key stakeholders, community groups, service providers and interest groups known to have an interest or will be involved with any future development of the site were informed of the development brief and invited to pass comment. All groups are included at Appendix 1 of this statement.
- 3.7 In addition, all local residents who live near Model Farm were informed by letter of its preparation and were invited to view the documents and make comment should they wish.

- 3.8 A public meeting was held at the Ryefield Centre, Ross-on-Wye on 2<sup>nd</sup> July 2008 where a presentation and discussion took place with local residents on the draft proposals. Notes of the meeting are set out in Appendix 3.
- 3.9 Internal consultations between departments of the Council and external bodies have been undertaken throughout the preparation of the development brief. Advantage West Midlands were also consulted at an early stage.
- 3.10 Amongst the Council departments consulted included the planning department, economic regeneration and estates management. External organisations, including the Live/work network and Advantage West Midlands, were consulted regarding the inclusion of both live/work and the possibility of an Enterprise Hub on the site.
- 3.11 All comments received have been recorded and considered as part of the final Consultation Statement. Appendix 2 sets out the comments received and the Council's response.

## Appendix 1 - List of Consultees

Advantage West Midlands
British Telecom
Central Networks
Chamber of Commerce Herefordshire and Worcestershire
Dwr Cymru Welsh Water
Environment Agency
Federation of Small Businessess
Hereford & Worcester Fire Brigade
Hereford Industrial Assoc
Herefordshire Industrial Assoc
Herefordshire Market Towns Forum
Herefordshire Partnership
Herefordshire Partnership
Highways Agency
Midlands Electricity Plc
National Grid
National Power Plc
Natural England
Ross & District Community Development Group
Ross Action Committee
Ross Area Partnership
Ross Civic Society
Ross on Wye Town Council
Ross Rural Parish Council
Ross-on-Wye Chamber of Commerce
Ross-on-Wye District Community Assoc
The Employment Service
The Ross on Wye & District Civic Society



## Appendix 2 – Notice of Public Consultation

**The Town and Country Planning (Local Development)(England) Regulations 2004,  
Local Development Framework  
Draft Supplementary Planning Documents  
Model Farm, Ross-on-Wye  
Archaeology and Development  
Public Consultation Exercise – 12 June 2008 to 25 July 2008**

Notice is hereby given that a 6-week public consultation exercise will be taking place from the 12 June 2008 until 25 July 2008 on the contents of the above Supplementary Planning Documents. The documents provide advice to developers and applicants when considering planning applications.

The documents and associated Consultation Statements and Sustainability Appraisal Reports can be viewed on the Council's web site at [www.herefordshire.gov.uk](http://www.herefordshire.gov.uk) or at the locations shown below. Copies of the documents can also be obtained on request.

If you have any comments to make on these draft documents, please can you make them in writing using the representation form provided and return to the address below before 5p.m on 25 July 2008. All comments received will be acknowledged, considered and reported to a future Planning Committee and Cabinet. It is anticipated these documents will be adopted late Autumn of 2008. Please specify if you would like to be notified of the date of adoption of these documents.

INFO in Herefordshire		
Bromyard	The Bromyard Centre, Croxwell Street	Mon to Fri - 8.15am - 9.00pm. Sat & Sun - 9.00am - 4.00pm
Hereford	the Hereford Centre, Garrick House, Widemarsh Street	Mon to Thurs - 8.45am - 5.15pm. Fri - 8.45 - 4.45pm. Sat 9.00am - 1.00pm
Kington	2 Mill Street	Mon, Wed, Fri, Sat - 9.00am - 1.00pm. Tues - 9.00am - 6.00pm. Thurs - 12.00pm - 6.00pm
Ledbury	St Katherine's, High Street	Mon to Thurs - 8.45am - 5.15pm. Fri - 8.45 - 4.45pm
Leominster	11 Corn Square	Mon to Thurs - 8.45am - 5.15pm. Fri - 8.45 - 4.45pm
Ross on Wye	Swan House, Eddle Cross Street	Mon to Thurs - 8.45am - 5.15pm. Fri - 8.45 - 4.45pm
Libraries		
Belmont	Belmont Community Centre, Eastholms Avenue	Tues, Thurs & Fri - 9.30am - 1.00pm and 2.00pm - 5.00pm. Sat - 10.00am - 1.00pm
Bromyard	The Bromyard Centre, Croxwell Street	Mon to Fri - 8.15am - 9.30pm. Sat & Sun - 9.00am - 6.00pm
Colwall	Humphry Walwyn Library	Mon - 5.00pm - 7.30pm. Tues & Fri - 10.00am - 1.00pm and 2.00pm - 5.30pm. Wed - 2.00pm - 7.30pm. Sat - 10.00am - 1.00pm and 2.00pm - 4.00pm
Hereford	Broad Street	Tues, Wed, Fri - 9.00am - 7.30pm. Thurs - 9.00am - 5.30pm. Sat - 9.30am - 4.00pm
Kington	64 Bridge Street	Tues & Fri - 10.00am - 5.30pm. Thurs & Sat - 10.00am - 1.00pm
Ledbury	Bye Street	Tues & Thurs - 9.00am - 5.30pm. Wed & Fri - 9.00am - 7.30pm. Sat - 9.30am - 4.00pm
Leintwardine	Community Centre, High Street	Tues - 10.00am - 1.00pm. Fri - 2.30pm - 5.30pm
Leominster	8 Buttercross	Tues & Fri - 9.00am - 5.30pm. Wed & Thurs - 9.00am - 7.30pm. Sat - 9.30am - 4.00pm
Ross on Wye	Cantilupe Road	Tues & Thurs - 9.00am - 7.30pm. Wed & Fri - 9.00am - 5.30pm. Sat - 9.30am - 4.00pm
Weobley	Old Police Court, Back Lane	Mon - 10.00am - 1.00pm. Thurs - 3.00pm - 6.00pm

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### **Appendix 3 – Notes of the Public Meeting**

Notes of a presentation meeting held in respect of the Model Farm Supplementary Planning Document (SPD) held at the Ryefield Centre on 2<sup>nd</sup> July 2008.

The following is a summary of the comments made during the above presentation from those attending.

- Objections raised to the development of the Model Farm site for employment use now included in the Herefordshire UDP.
- The Overross site was recommended by the UDP Inquiry Inspector and should have been included in the Plan instead of Model Farm.
- If this consultation process for the SPD is to be truly consultative then views given should be listened to and acted upon.
- What assurances can be given that views will be acted upon.
- What is the timetable for the development, is the development linked to the new housing that is required
- How can planners control what the live/work development looks like
- Are there other, better sites in Ross that could be used for live/work developments.
- Are there going to be all young people in these units.
- How many units will be live/work
- If the development fails, what control would there be in respect of this site going to housing
- How can large warehouse units be prevented
- How will development of the site be phased
- What will be the mix of employment uses
- What is the purpose of the buffer land adjoining
- What should it consist of
- A landscaping buffer is required along the eastern side
- How will any become affordable
- Will the live/work units be for start up businesses
- How can local people help on the way forward.

## Appendix 4 - Representations Received and Responses

Comment Ref	Issue	Comment	Council Response
<b>Residents Comments</b>			
1	<b>2.1 Development Objectives</b>	Change from 'innovative design' to ' <i>Innovative design and in keeping with the local area as far as is possible</i> ' <b>11 residents</b>	Agreed - Amendment to read 'Innovative in design respecting the character and appearance of locality.'
2	<b>2.2 Land Use</b>	Remove B8 – will detract from high quality/knowledge-based. Ample B8 units available in Ross <b>12 residents</b>	UDP Policy E3 has set the principle for employment of B1, B2, B8 uses. Whilst it is not possible to delete B8 as a proposal it is in the overall interests of the whole development, particularly the live work element not to be adversely affected by large scale warehousing operations. Appropriate amendment to final para of 2.2 Ample B8 units is Ross - noted.
3		Include surrounding access roads on the A40 in road layout design – ensure no detriment to users of estate roads and fire/ambulance <b>11 residents</b>	The outline planning permission has determined access from the A40 - no change.
4		Landscaping should not just include long distance views <b>but</b> also views from local perspectives <b>11 residents</b>	Agreed - Amend bullet point to include 'local'.
5		Provision of a buffer should read ' <i>provide a well maintained buffer Zone of local amenities between the existing residential properties to the west and the site</i> ' <b>11 residents</b>	It is not possible to determine at this stage the form and nature of any use on the buffer land suffice it is to say that it should be undeveloped land appropriately landscaped and managed to protect amenity. Amend bullet point to include this requirement.
6		A contribution should be made to ' <i>ensure the 30mph speed limit along A40 is extended well past the site in Gloucester direction and measures put in place to ensure these are strictly observed/enforced</i> ' <b>12 residents</b>	Any extension of the speed limit is a matter of separate consideration as a traffic management measure. No change.
7		Last paragraph of this section should read ' <i>the development will be a mix of small start-up businesses and employment uses as there should be no B8 units on the site</i> ' <b>11 residents</b>	See response to Ref 2.

Comment Ref	Issue	Comment	Council Response
8	2.3 Building Form Layout	BREEAM standards should be minimum of Very Good but preferably Excellent <b>10 residents</b>	A BREEAM assessment is the most widely recognised measure of environmental performance of buildings. A BREEAM rating is fast becoming an industry standard for all good quality developments. The Council would expect high ratings to be achieved as part of its requirement for sustainable development. No further change.
9		Residents question why carbon footprint reduction figure set at only 10% and not higher <b>11 residents</b>	Agreed. It is not necessary to set a figure. Delete only 10%.
10	2.4 Access and Movement	Access to the buffer zone from the residential area should be pedestrian only and not part of the cycle route to the development <b>11 residents</b>	A pedestrian / cycle way link between the employment site and the town centre is a UDP requirement. Such a link does not need to include or travel through the residential area. No change.
11	2.6 Green Buffer Zone	Imperative that Buffer Area remains as such. Pedestrian access should be from Parsons Croft to the buffer area <b>1 resident</b>	There is no requirement for the brief to indicate any new pedestrian access from the residential area into the buffer zone. No change.
12		Reference to minimum amenities should (but not be limited to) be made ie: - Divided communal allotments with running water, with priority given to Hildersley residents for occupation 12 residents, - A green for sports use 11 residents, - Childrens' play area 13 residents, - Wooded area with pathways and small clearings with benches and tables for picnics etc 12 residents, - Wildlife haven with wild flower meadow, pathways with fenced pond 12 residents, - How will it be maintained? 12 residents, - Buffer requires excellent screening from road by hedgerows and trees 11 residents, - Buffer must have access from Model farm site to deter people accessing from Parsons Green 1 resident.	Comments noted. See response to Ref 5.

Comment Ref	Issue	Comment	Council Response
13	<b>2.7 Landscaping, Boundary Treatments and Nature Conservation</b>	Landscaping between buffer and site should be carried out first to ensure residents at Hildersley do not suffer adverse noise and other pollution from site development <b>10 residents</b> , - Landscaping for each phase should be completed within 3 months of each development so that site is not left unsightly and putting off prospective investors <b>11 residents</b>	Any agreed landscaping scheme submitted as part of any detailed planning application will be conditioned as part of the permission to indicate its timing, completion and maintenance arrangements. No change is necessary.
14	<b>2.11 Planning Application Requirements</b>	Add reference to ensuring all information, meetings etc is passed to the relevant resident and community groups and in such a manner that there is ample time to attend and make comment upon the information and in such manner that they all receive the information personally <b>11 residents</b>	The brief makes clear that applicants considering detailed proposals should inform the local community / arrange public meeting and submit with the planning application how local comments have been considered within the application. Additionally it has been indicated that the Council are keen to work with local residents in forwarding its proposals. No further change is necessary.
15	<b>3.1 Live / Work Concept</b>	The businesses should be restricted to strict working daytime hours only to prevent noise during evenings so residents not disturbed. Lighting should be sufficient but not so excessive as to light up the residential areas <b>12 residents</b>	The principle of this land being future employment land has been established through the UDP. It is not therefore appropriate to determine working hours. Any issues around noise would need to be assessed in this context, respecting residents amenity. External lighting should be necessary but not excessive, minimise light spillage into adjoining areas and the sky and respond to the setting of the locality. Amendment proposed.
16	<b>4.2 Design Principles</b>	Include a reference about management of employment site and buffer zone/amenities ie <i>'that it should be first class and in place at the end of each phase, to ensure the site</i> <b>11 residents</b>	Whilst management of the employment site is not a planning matter, the brief makes clear that a high quality development is required. In respect of the buffer zone, amendments are proposed (see response to Ref 5). Amend bullet point.

Comment Ref	Issue	Comment	Council Response
<b>Ross Chamber of Commerce Comments</b>			
17	<b>2.3 Building Form Layout</b>	Chamber supports entire SPD. In particular, however, it believes that careful adherence to the principles set out in 2.3 is essential to the Ross economy.	Noted.
<b>Ross District Civic Society</b>			
18	<b>2.4 Access and Movement</b>	Public Transport: bus numbers have decreased.	Noted.
19		Pedestrian and Cycle Link: some concern over safety for crossing the A40 en route to / from town centre.	Noted. The crossing of the A40 will require particular design consideration to ensure user safety.
<b>Ross Area Partnership</b>			
20	<b>Entire SPD</b>	The partnership wholly supports the Model Farm plans. It has a particular, and vested, interest in the live/work element having funded much of the required background consultancy as well as almost \$50k in survey work!! It states that the broad vision stated for the site <b>must not</b> be compromised.	Noted.
<b>Environment Agency</b>			
21	<b>2.8 Flood Risk Assessment</b>	We note that the SPD refers to the outline planning application (DCCE2007/3140/O) including Flood Risk Assessment (FRA) which we considered acceptable in principle. We support the inclusion of section 2.8 and the need for a FRA, given the scale and nature of the development within flood zone 1 based on our indicative Flood Zone Map, in accordance with PPS25.	Noted.
22	<b>2.9 Drainage and Aquifer</b>	With regard to section 2.9 we acknowledge the reference to the aquifer and Source Protection Zone (SPZ) as well as drainage proposal 'to ensure that they do not detrimentally impact upon the SPZ...'	Noted.

<b>Comment Ref</b>	<b>Issue</b>	<b>Comment</b>	<b>Council Response</b>
23	<b>2.11 Planning Application Requirements</b>	We note that section 2.11 identifies the need for pollution protection measures but we would recommend that a reference is made in section 2.9 to the need for 'pollution protection measures which would include measures such as appropriate storage of polluting substances, and managing physical disturbance during foundation construction' as these relate to the protection of the aquifer.	Agreed. Amendment as recommended.
24	<b>2.11 Planning Application Requirements</b>	A reference should also be provided to our website link below, to the draft (soon to be published in its final form) Groundwater Protection: Policy & Practice (GP3) as this would be useful for any future developer to refer to and be aware of, in relation to groundwater protection measures and pollution prevention measures. <a href="http://www.environment-agency.gov.uk/subjects/waterres/groundwater/1463256/">http://www.environment-agency.gov.uk/subjects/waterres/groundwater/1463256/</a>	Agreed. Amendment as suggested..
25	<b>4.2 Design Principles</b>	With regard to section 4.2 (design principles) we would recommend that a bullet point is added to state 'Use water efficiency techniques' and a further reference to 'incorporate pollution prevention measures' should be added.	Agreed. Amendment as recommended.
<b>Natural England</b>			
26	<b>Entire SPD</b>	Natural England fully endorses the evident focus throughout the draft SPD upon sustainable development. We feel that the draft SPD provides clear guidance to potential applicants as to the high environmental standards which would be expected from the site's development.	Noted.
27		Natural England approves of the approach to biodiversity, landscape and open space set out in the draft SPD.	Noted.

<b>Comment Ref</b>	<b>Issue</b>	<b>Comment</b>	<b>Council Response</b>
28	<b>1.4 Sustainability Analysis</b>	Measures should also be taken to restore and enhance the site's biodiversity value, in line with key principle ii of PPS9. The SPD should make the requirement for biodiversity enhancement clear.	Agreed. Amendment proposed.
29	<b>1.5 Planning Policy Context</b>	The Planning Policy Context given in paragraph 1.5 lists PPS9 as relevant to the future development of Model Farm. However, the summary of relevant PPS which follows does not include PPS9. As the SPD will act as guidance for applicants wishing to develop the site, a summary of PPS9 should be included along with the others given.	Agreed. Include summary.
30	<b>2.3 Building Form and Layout</b>	Natural England fully supports the requirement for future proposals on the site to be accompanied by a BREEAM assessment showing how the carbon footprint of the proposed development has been reduced by 10%.	Noted.
31		In addition to the passive demand reduction measures discussed in the draft SPD we would welcome the inclusion of appropriate renewable energy generation to supply the development.	Agreed. Amendment proposed.
32	<b>2.4 Access and Movement</b>	We also fully endorse the aspiration to reduce the dominance of the car within the commercial elements of the site, and the requirement for provision of pedestrian and cycle links to Ross town centre so as to enable green travel choices to be made. The opportunities afforded by the disused railway line which transects the northern boundary of the site travelling east-west should be given full consideration in the provision of pedestrian and cycle access.	Agreed. Include opportunity of disused railway line.



<b>Comment Ref</b>	<b>Issue</b>	<b>Comment</b>	<b>Council Response</b>
33	<b>2.6 Green Buffer</b>	Incorporating biodiversity enhancement into the design of the existing buffer area would be a means of achieving positive biodiversity gain and would also enrich the experience of people using the area. The SPD should act as the driver to achieve this. The future management of existing and new assets for the benefit of biodiversity will also need to be secured, and should be made clear in the SPD.	Agreed. Amendment proposed.
34	<b>2.7 Landscaping, Boundary Treatments and Nature Conservation</b>	The SPD highlights UDP Policy E3 which sets out the need for a comprehensive landscaping scheme to form a key element of any proposal. Natural England supports this recommendation.	Noted.
35		Landscaping undertaken should also contribute to positive biodiversity gain, for example by planting native species of local provenance or by improving hedgerows.	Agreed. Amendment proposed.
36	<b>2.9 Drainage and Aquifer</b>	To further enhance the site's sustainability, consideration should be given to requiring permeable paving solutions which, if linked up to an appropriate SuDS scheme, could help to protect the Alton Aquifer.	Agreed. Amendment proposed.
37	<b>3.0 Live / Work Concept</b>	We support the draft SPD's promotion of the live/work concept and would welcome applications which include this.	Noted.

If you need help to understand this document, or would like it in another format or language, please call the Forward Planning Team on 01432 260500 or send an email to: [ldf@herefordshire.gov.uk](mailto:ldf@herefordshire.gov.uk)



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