

## **Appendix A - Detailed schedule of consultation undertaken since 2007**

### **Identifying the Issues (from May 2007)**

- 1.0 At the earliest stage in the plan making process and in order to identify the key issues the Council undertook an open-ended consultation from May 2007. A leaflet was prepared which highlighted the issues identified within the Community Strategy, invited comments upon these and requested additional issues be identified.
- 1.1 Publicity undertaken at this time was directed at increasing the awareness of this leaflet and generally raising knowledge of the Local Development Framework and Core Strategy commencement. This was in the form of:
  - Presentations to existing stakeholder forums and informal meetings, for example: Herefordshire Partnership, Economic Development, Visit Herefordshire Group;
  - Herefordshire Matters Article (May 2007);
  - A letter was distributed to everyone on the Adopted Statement of Community Involvement database which introduced the Core Strategy. The letter also contained the Core Strategy leaflet and advised of a later consultation to be undertaken in September 2007;
  - Early discussions were undertaken with Government Office for West Midlands, Highways Agency, West Midlands Regional Assembly and the Environment Agency and water companies.

### **The Key Issues Paper (17 September until 26 October 2007)**

- 2.0 The Herefordshire Core Strategy Issues Paper was published for consultation in September 2007. This paper outlined 14 key issues facing the county, asked for views on them and their importance, if any had been missed and, what Herefordshire may look like in 2026 (the proposed end of the plan period at that stage). The issues had been identified from a range of sources including reflecting responses and issues raised during the earlier consultation undertaken in the summer 2007.
- 2.1 This issues consultation was undertaken for six weeks from 17 September until 26 October 2007 although there were additional workshops and meetings held during October and November.
- 2.2 In order to reach a wide range of the community, a number of consultation methods were used including:
  - *Issues Paper and Questionnaires* – Issues Papers and a questionnaire were produced and were sent, with an accompanying letter and Freepost return envelope, to everyone on the Local Development Framework database.
  - *Libraries* - Packs of leaflets and questionnaires were distributed to all the libraries within the county and the Council's Information Centres together with boxes for completed questionnaires to be deposited locally;

- *Roadshows* – An exhibition highlighting the 14 key issues and giving some background information was produced. Eight roadshows to display the exhibition took place in the first two weeks of October. The first at the Courtyard, Hereford, one at each of the market towns and one in Peterchurch within the rural west. For the final roadshow a promotional trailer was used on a Saturday in the centre of High Town, Hereford. At each of the roadshows, Issues Papers and questionnaires were available together with copies of the Herefordshire Partnership's Community Strategy and the State of Herefordshire Report for reference and for background to the issues identified. Visitors also had the opportunity to complete comment cards, image cards and the comment wall;
- *Comment Cards* – For each of the identified issue, a set of coloured comment cards was produced to allow people to comment on an individual issue during the events rather than fill in the full questionnaire. White cards were also provided for people to highlight any extra issues which were not included.
- *Images of Herefordshire Cards* - In order to help formulate a portrait and vision for the county, 20 photographs from around Herefordshire depicting a variety of views and images were displayed. Visitors were asked to choose the photographs which most represented Herefordshire today and which they would like to represent the Herefordshire of 2026 (the proposed plan period at this stage);
- *Comment Wall* – A free-write comment wall was made available at the event for participants to write words and phrases which they felt most reflect Herefordshire in the response to the question 'What makes Herefordshire Herefordshire?'
- *School Events* – Workshops were held at 3 high schools in the county. Pupils who attended the workshops were asked to think about their lives as young people today, about their future and how they see Herefordshire developing and what their needs might be;
- *Website* – The Council's website contains pages devoted to the Local Development Framework and the Core Strategy including background information, the Issues Paper, a copy of the questionnaire and links to the online 'Have your say' page to enable online completion of the questionnaire. Links to these pages were available from the Council's homepage, planning services homepage and Forward Planning homepage to enable maximum exposure. The web address was printed on all written material, in press releases and on pens and coasters;
- *Posters* – 250 posters were produced to advertise the roadshow events, the majority of these were distributed to each of the parish / town councils for them to place them on their parish notice boards. The remainder were placed in public buildings, such as the Info centres, libraries and shops;
- *Advert* – The poster was reproduced as a press advert within the Hereford Times, which appeared in the 11 October 2007 edition;
- *Press Notices* – An official public notice appeared in all the local papers (Hereford Times, Hereford Journal, Ross Gazette, Malvern Gazette, Mid-Wales Journal) the week commencing 10 September 2007;
- *BBC Hereford and Worcester Radio Announcements* – A radio interview was broadcasted between 11 October and 16 October 2007 to publicise the roadshow events in the market towns and interviewed a local resident about the key issues facing them;

- *Herefordshire Matters* – An article was placed within the September Issue of Herefordshire Matters entitled 'Planning the Future of Herefordshire'. This reported the findings of the May consultation and highlighted the Key Issues Consultation and exhibition;
- *First Press* – An article appeared within the October issue of First Press entitled 'Shaping Herefordshire's Future' to publicise the Key Issues Consultation;
- *Herefordshire Partnership* – The Partnership assisted in the awareness raising of the Issues Consultation by including reference to the Core Strategy within their Partnership meetings and articles within their newsletters. An exhibition stand, leaflets and questionnaires were also made available at the Partnership's annual Funding Fair held 24 October 2007;
- *Stakeholder Meetings* – Officers from Forward Planning also attended a number of meetings to raise awareness of the Core Strategy and the Issues Consultation during the three months from September to November 2007. These included a meeting of the local environment and countryside group, a networking event for community groups exploring local response to climate change and the Higher Education management group.

### **Developing Options (16 June until 8 August 2008)**

3.0 By the summer of 2008 a set of emerging options had been developed and consultation upon these "developing options" was undertaken from 16 June until 8 August 2008. A launch event was organised for invited stakeholders at Herefordshire Group Training Association, Holmer Road, Hereford on 16 June 2008. Stakeholders were invited to view the Developing Options exhibition, give initial views on the Options and ask Officers questions regarding the possible Options. In addition the following actions were undertaken as part of the consultation:

- *Questionnaire* – Stakeholders, parish councils, interest groups and individuals contained within the LDF database were sent copies of the summary leaflet, questionnaire and an accompanying letter which explained how to get the full documentation. Option Papers, summary leaflets and questionnaires were distributed to all the libraries within the county, the 2 mobile libraries and the Council's Info centres. The questionnaire could also be completed through the Council's online 'Have your say' consultation pages and was available to download from the LDF pages on Herefordshire Council's website;
- *Herefordshire Voice Survey* – Around 1100 summary leaflets and questionnaires were distributed to Herefordshire Voice. This is a citizen's panel which is a sample in terms of gender, age, economic status and ward of Herefordshire's residents which can provide a reliable cross-section of local views;
- *Roadshows* – Seven 'Shaping our Place' roadshows took place between 1 July and 23 July 2008 in High Town, Hereford, all five market towns and Ewyas Harold in the rural west. People were able to view the exhibition, pick up copies of the Developing Options paper, summary leaflet and questionnaire. Officers were also available to explain the Options further or answer any queries arising;
- *Exhibitions* – Two 'Shaping our Place' exhibitions were held at offices and canteens of large local employers in order to reach people who would usually be unavailable or unable to attend daytime roadshows and meetings. Planning Officers also attended the Edgar Street Grid Masterplan launch event on 8 July 2008 to answer

any queries regarding the links between the Core Strategy and the Masterplan and to publicise the Core Strategy consultation to all the delegates who attended the launch;

- *School Events* – In order to gain the views of younger people, workshops were undertaken in two local high schools, Whitecross High school (7 July 2008) and John Kyrle High school in Ross-on-Wye (17 June 2008);
- *Parish Council events* – Officers from the Forward Planning team gave a presentation to the Herefordshire Association of Local Councils (HALC). Presentations were also given during June to September to individual or groups of parish / town councils as requested. A number of presentations were also given at stakeholder and interest group meetings;
- *Posters* – As for the previous consultation, 250 posters were produced to advertise the roadshow events, the majority of these were distributed to each of the parish / town councils for them to place them on their parish notice boards. The remainder were placed in public buildings, such as the Info centres, libraries and shops;
- *Advert* – As with the Issues consultation a poster advert was produced for the Hereford Times, which appeared in the 26 June 2008 edition, this helped to advertise the roadshows. A similar advert appeared in the summer edition of Primary Times, which is a free 'What's on guide' distributed through primary schools to 16,000 Herefordshire families;
- *Press Notices* – An official public notice appeared in all local papers (Hereford Times, Hereford Journal, Ross Gazette, Malvern Gazette, Mid-Wales Journal) the week commencing 9 June 2008;
- *Radio Interview and Announcements* – Radio Wyvern broadcast a radio interview with the Forward Planning Strategic Team Leader during the week commencing 30 June 2008 to publicise the Developing Options consultation. Announcements also appeared on Radio Wyvern during the two weeks of the roadshow exhibition to publicise the events;
- *Herefordshire Matters* – The January to March 2008 edition included an article entitled 'Who's Shaping your Place 2026'. This reported on the issues consultation and how to find the initial findings. A middle page spread featuring the Core Strategy and the forthcoming consultation entitled 'Shaping our Place 2026' was included in the June – September 2008 edition of the magazine;
- *First Press / Service Update* – The July edition included an article entitled 'Shaping our Place 2026' to raise awareness of the Developing Options paper, the consultation and how to find additional information. Herefordshire Council's service update (March – May 2008) also included an update on the progress of the Core Strategy;
- *Press Releases* – a number of press releases were produced and sent to the local press to publicise the Developing Options consultation and the roadshow events. A press release was also provided to all parish / town councils to use it as an article within their parish magazines or publications.

## **Place Shaping Paper (18 January to 12 March 2010)**

- 4.0 The options set out in the Developing Options paper were refined as a result of the consultation results, the continuing development of the evidence base and the emerging West Midlands Regional Spatial Strategy Revisions. The resulting document was the Place Shaping Paper and consultation upon this was undertaken from 18 January to 12 March 2010. In addition to a refined set of options the Place Shaping paper contained a vision for Herefordshire 2026 (the proposed plan period at this stage), 12 Strategic Objectives and the preferred Spatial Strategy for the county.
- 4.1 To assist in the development of the paper, a number of working groups and meetings were arranged to involve both internal and external expertise in specific policy areas. To update Herefordshire Council Members on the Place Shaping Paper, a Member seminar took place on 15 January 2010. A launch event was organised for invited stakeholders at The Kindle Centre, Hereford on the 18 January 2010. In addition, the following methods were used during the consultation:
- *Questionnaire* – stakeholders, parish councils, interest groups and individuals contained within the LDF database were sent copies of the summary leaflet, questionnaire, CD and an accompanying letter which explained how to get the full documentation. Packs of the Place Shaping Papers, summary leaflet, questionnaire, Sustainability Appraisal and Habitats Regulations Assessment were distributed to all the libraries within the county, the 2 mobile libraries and the Council's Info centres. The questionnaire could also be completed through the Council's online 'Have your say' consultation pages and was available to download from the LDF pages on Herefordshire Council's website;
  - *Short Questionnaire* – A questionnaire of 6 questions was used to help engage more members of the public into the consultation process. The short questionnaire had two questions similar to those found in the main questionnaire; the Hereford options and the direction of the relief road, the remainder of the questions were seeking opinions on how to improve and develop the county up to 2026 (the proposed plan period at this stage). This short questionnaire was available at all of the public events and roadshows, and it was included as part of the 'wrap-around' newspaper features;
  - *Roadshows* – Seven 'Shaping our Place' roadshows took place between 2 February and 24 February 2010 in High Town, Hereford, all five market towns and Ewyas Harold in the rural west. People were able to view the exhibition, pick up copies of the Place Shaping Paper, summary leaflet and questionnaire. Officers were also available to explain the Options further or answer any queries arising. At the Hereford Roadshow, in addition voting slips were used to allow the public the opportunity to comment on two questions specifically related to the relief road, in a simple and easy way, and submit them directly into a ballot box;
  - *Public Event* – An event was held in the Town Hall, Hereford on the 26 January which focussed specifically on the issues and options within Hereford. Also an evening public event was held at Aylestone Business and Enterprise College on 23 February 2010 which followed the same structure as the launch event, the voting slips were also used at this evening event;
  - *Business Exhibition and Breakfast Meetings* – A business exhibition was held at Evans Easyspace, Rotherwas on 4 February 2010, and a stand was manned at the Herefordshire Business Expo at Hereford Leisure Centre on 3 March 2010.

Business Breakfast meetings were held in Bromyard on 9 February 2010 and at Belmont Lodge on 26 February to brief members of the business community. A presentation was also made to the Herefordshire Business Partnership meeting on 14 January in advance of the main consultation event;

- *School Events* – In order to gain the views of younger people, workshops were undertaken in three local high schools, Bishop of Hereford's Bluecoat School, Hereford (24 February 2010), Kingstone High School (2 March 2010) and Queen Elizabeth Humanities College (3 March 2010). Students from Holme Lacy College were also consulted on 11 February 2010;
- *Parish Council Events and stakeholder / interest group meetings* – Officers from the Forward Planning Team attended 24 meetings held in the rural areas, largely at the parish council venues. These were evening meetings targeted at parish councillors and rural residents generally and organised on a ward-by-ward rather than individual parish council basis. A number of presentations were also given to stakeholder and interest group meetings such as the Hereford Civic Society, Country Landowners and Business Association; Herefordshire Environmental Partnership, National Farmers Union and Green Alliance / Transition;
- *Youth Project* – In order to engage with the 16-25 year olds across the county, Herefordshire Council Voluntary Youth Service organised various meetings and events at 11 locations across the county specifically targeted to this age group. The consultation process took the form of conversations with individuals and groups, with some participants being facilitated to work through a questionnaire, others filling in the questionnaire after open discussion around the questions and some taking the questionnaires away to fill out in their own time.
- *Posters* – 500 posters were produced to advertise the roadshow events, the majority of these were distributed to each of the parish / town councils for them to place on their parish notice boards. The remainder were placed in public buildings, such as the Information Centres, libraries and shops;
- *Advert* – As with the Issues and Developing Options consultation a poster advert was produced for the Hereford Times, this helped to advertise the roadshows. A similar advert appeared in the Primary Times, which is a free 'What's on guide' distributed through primary schools to 16,000 Herefordshire families. Furthermore a 'wrap around' front page advertisement was produced for the Hereford Journal and the Admag. This contained a two-sided, front and back page cover which detailed the consultation, highlighted the options, advertised the roadshows and contained a short questionnaire that could be returned either via the free post address or to the Information Centres or libraries;
- *Press Notices* – An official public notice appeared in the local papers (Hereford Times, Hereford Journal, Ross Gazette, Malvern Gazette, Mid-Wales Journal) the week commencing 11 January 2010;
- *Radio Interview and Announcements* – During the eight week consultation there was extensive radio coverage with local radio stations Radio Wyvern, BBC Hereford and Worcester and Sunshine radio; advertising the roadshows and other public events as well as giving details as to where to see the documents;
- *Herefordshire Matters* – The November 2009 edition included an article which advertised the forthcoming 'Place Shaping' consultation. The February – April 2010 edition of the Herefordshire Matters included a four-page article entitled 'Let's create a New Land of Opportunity Right Here in Herefordshire'. This reported on the

current 'Place Shaping' consultation and how to provide comments. There was also a short questionnaire available to cut out and send to the Freepost address.

- *First Press/Service Update* – The 26 January edition included an article entitled 'Take a few moments to shape the future of Herefordshire' to raise awareness of the Place Shaping paper.
- *Press Releases* – A number of press releases were produced and sent to the local press to publicise the Place Shaping consultation and roadshow events. A press release was also provided to all parish / town councils to use it as an article within their parish magazines or publications.

### **Preferred Options (July to November 2010)**

- 5.0 In the second half of 2010 the options which had been consulted upon during the Place Shaping stage were further developed into a single set of preferred options for each place and policy topic area of the Core Strategy. These place and topic specific Preferred Options were the subject of targeted consultations.
- 5.1 The series of targeted consultations took place from July to November 2010. The first papers that were consulted upon include the preferred options for the rural areas, market towns – Bromyard, Ledbury and Ross-on-Wye, and a first tranche of general policies which included: Natural and built heritage assets; green infrastructure; movement; waste; minerals; employment; affordable housing; Gypsy and traveller sites; open space; sport and recreation and social and community infrastructure. This consultation period took place from 27 July – 20 September 2010. There was no preferred option paper for Kington and Leominster as the preferred option for these places had already been identified and consulted on with the publication of the Place Shaping paper.
- 5.2 The second round of targeted consultation incorporated the Hereford Preferred Option (27 September until 19 November 2010). A second tranche of General policies including policies on: the economy; sustainable strategic design; tourism; sustainable water management; renewable energy and infrastructure contributions were consulted upon from 11 October until 5 November 2010.
- 5.3 For each of the targeted consultations letters were sent out, along with a copy of the relevant preferred option document, to everybody who had responded and shown an interest to a particular section within the Place Shaping consultation. Copies of each of the Preferred Options document, summary leaflet and questionnaire were also distributed to Information Shops and libraries within the county. For each of the Preferred Option papers the question was asked 'Do you agree with this preferred option? If not, please explain which elements of the policy you do not agree with and why.' In addition, the following also took place throughout the targeted consultations:
- *Adverts* – Poster adverts detailing the consultation dates and advertising various public events were published within the Hereford Times, Hereford Journal and the Primary Times;
  - *Herefordshire Matters* – There was an article published in the November 2010 issue, entitled 'Your views on shaping Hereford';

- *Public Meetings / Parish Council Events* – There were 22 drop in / public meetings or parish council events organised over the consultation periods, in order to allow parish councillors and members of the public the opportunity to view and discuss through the Preferred Options with a member of the Forward Planning team. 19 of these meetings were concerned with the Hereford Preferred Option.

### **Revised Preferred Option (26 September 2011 and 28 November 2011)**

- 6.0 Subsequently, as a result of the responses to the Preferred Option consultation, additional information commissioned for the evidence base and due to changes being made to the national planning system a number of revisions were proposed to the Preferred Options. These revisions were proposed in relation to revising the plan period, reducing overall housing numbers in the county, to the strategy for Hereford, housing numbers in Leominster, Ross and the rural areas and employment provision for Leominster. As a result of these changes it was considered appropriate to undertake a further consultation focussing upon the proposed changes.
- 6.1 The revised preferred option consultation took place between 26 September 2011 and 28 November 2011. Letters and a summary leaflet detailing the Revised Preferred Options were sent out to everyone on the LDF database on 23 September 2011, including parish and town councils, key stakeholders, interested parties and all those who have responded to previous consultations. Copies of the summary leaflet and letter were also distributed to all the Information Centres and libraries. In addition to this:
- *Adverts* – Poster adverts detailing the consultation dates and advertising were published within the Hereford Times, Hereford Journal, Ross Gazette, Ledbury Reporter, Malvern Gazette and the Mid-Wales journal on the week commencing 19 September 2011;
  - *Ward / Public Meetings and Drop In Events* – 33 evening events were held across the county during September, October and November 2011 largely based upon Herefordshire Council wards. The meetings consisted of a presentation to identify the overall changes to the Core Strategy and also a localised Ward presentation. Similar presentations were given to Hereford City and Town Councils. In addition, separate public meetings were held in Hereford (Whitecross School) and Ledbury, and a day-time drop in event held in Clehonger;
  - *Leaflets* – Around 900 leaflets were distributed to the Federation of Small Business for distribution with one of their newsletters and a number of Councillors requested copies of the leaflet to distribute locally;
  - *Herefordshire Matters* – An article was published in the August 2011 edition of Herefordshire Matters to advertise the forthcoming consultation and details of the Revised Preferred Option were incorporated in the November edition of Herefordshire Matters;
  - *Stakeholders / Interest Group Meetings* – In addition to the public and Ward based meetings further meetings were arranged with a number of stakeholder groups including Hereford City Forum, Hereford Futures and Registered Social Landlords through October 2011. A Stakeholder event was also held on the 5 October at the Kindle Centre, Hereford to inform the Stakeholders of the content of the Revised Preferred option and to allow for comments and discussion.