

Spatial Options Consultation

Local Plan 2021-2041

January 2022



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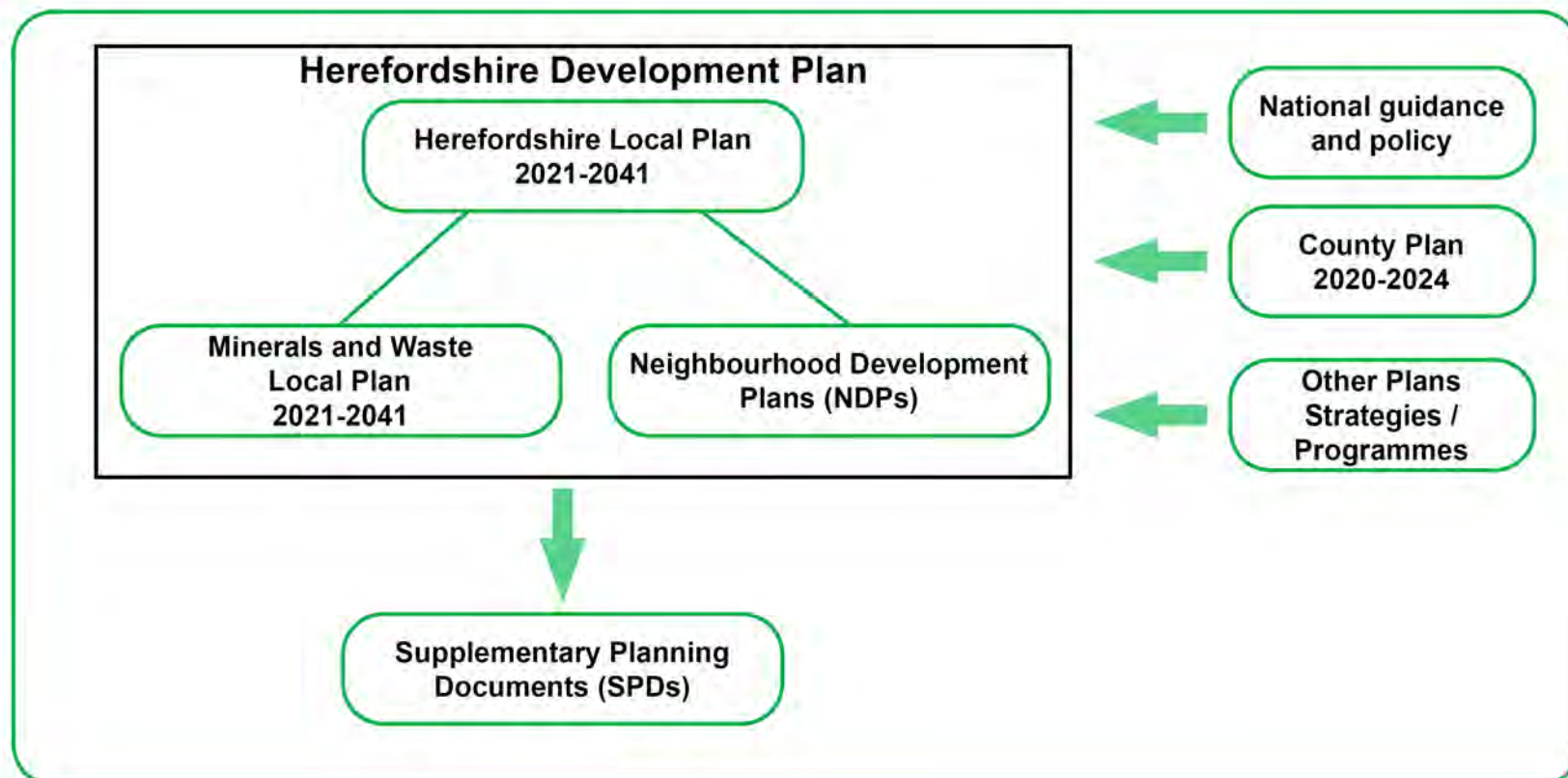
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Introduction

Herefordshire Council, like all other local authorities, is required by the Government to have an up to date local plan which sets out a sustainable pattern of development that meets the county's need for housing and other land uses. The Government's [National Planning Policy Framework \(NPPF\)](#) requires local plans to have a positive vision for the future of the county, a framework for addressing housing needs and other economic, social and environmental priorities; as well as providing a platform for local people to shape their surroundings. The local plan must also ensure that adequate infrastructure is provided to support the new development and that strong policies are in place that will improve the environment as well as mitigating and adapting to climate change.

The local plan is an important document as it provides the framework for town and parish councils to prepare their own neighbourhood plans and is used as the basis for all planning decisions that are made in the county. It is therefore important for people to get involved in this process to help shape the future of Herefordshire.

The local plan forms part of the development plan for the county, which will be made up of the following documents:



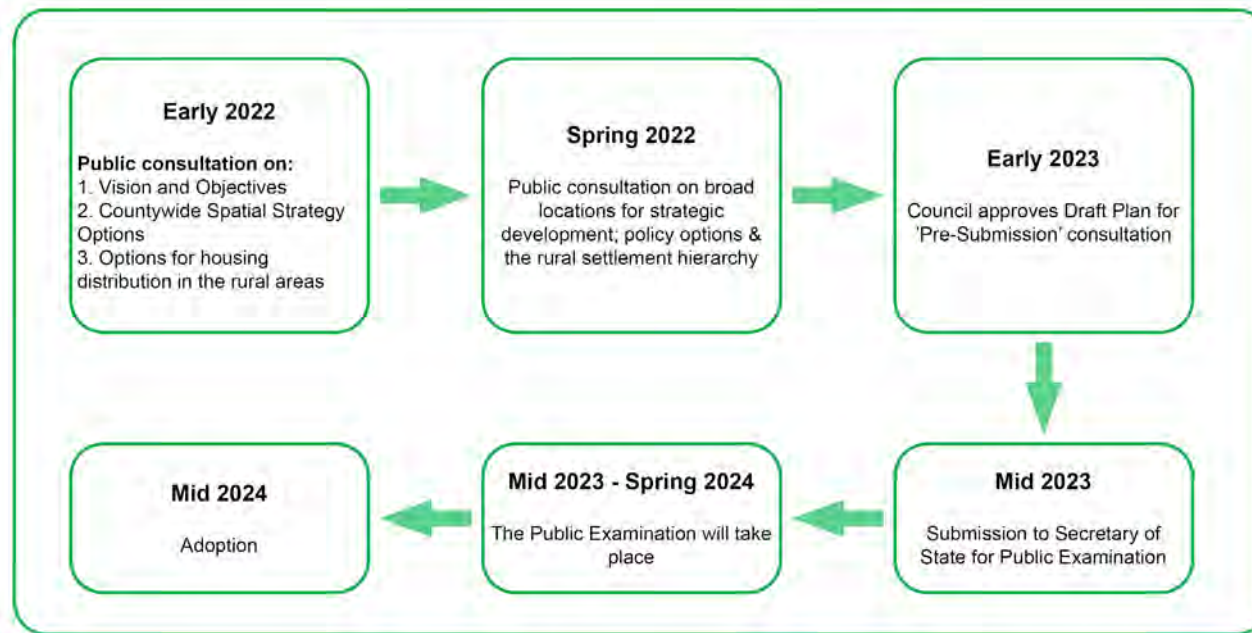
The current core strategy was adopted in 2015. Government guidance, as set out in the [NPPF](#), advises that local authorities should review their local plan documents every five years to see if they need updating. Herefordshire Council has done this and [decided in November 2020](#) that an update of the local plan is required. A number of factors were taken into account in reaching this decision, including proposed changes to the planning system by the Government, updated housing figures, changes to the policy direction of Herefordshire Council since May 2019 and the declaration by Herefordshire Council of a [climate and ecological emergency](#).

As well as Herefordshire Council's local plan, many town and parish councils have produced their own [neighbourhood development plans](#) (NDPs) which provide detailed planning policies for their local areas. Just under 90% of parish councils in Herefordshire have been engaged in producing local level policies with their communities and there are currently 82 'made' NDPs in the county that are used by the council when determining planning applications.

NDPs will continue to form part of the development plan for their areas, guiding development at a local level. However, once the local plan is adopted, it will supersede parts of neighbourhood plans which do not comply with the updated local plan. Therefore it is recommended that new and developing neighbourhood plans take account of the local plan update and that 'made' plans are reviewed in light of the local plan. The council will continue to support communities through this process.

The Local Plan process:

This consultation is the first opportunity to get involved in helping to shape the local plan. There are several steps to take in finalising the update which are set out in government regulations. The process and timescale to be followed is shown below:



This consultation document is made up of 5 sections:

Section 1 Vision and Objectives

This introduces the draft **vision and objectives** which will provide the overarching framework for the land use strategy for new development, as well as new and updated planning policies. We are asking for your views on the draft vision and objectives, whether you agree with them and if there is anything missing from them.

Section 2 Key Characteristics and Land Use Considerations of City, Towns and Rural Areas

This provides an overview of some of the **key characteristics** and issues for Hereford, the market towns and the rural areas of the county. This background information will help inform decisions on future growth in these areas. This section is for information and therefore there are no questions included.

Section 3 Growth Levels and Strategic Spatial Options

This sets out the overall number of homes to be built in the county by 2041 and includes **five different options** for the amount of new housing that could be located in Hereford and the market towns of Bromyard, Kington, Ledbury, Leominster and Ross-on-Wye. It also provides a total number that could be distributed within the rural areas under each option. We are seeking your views on the five options. You will be able to rank them in order of preference.

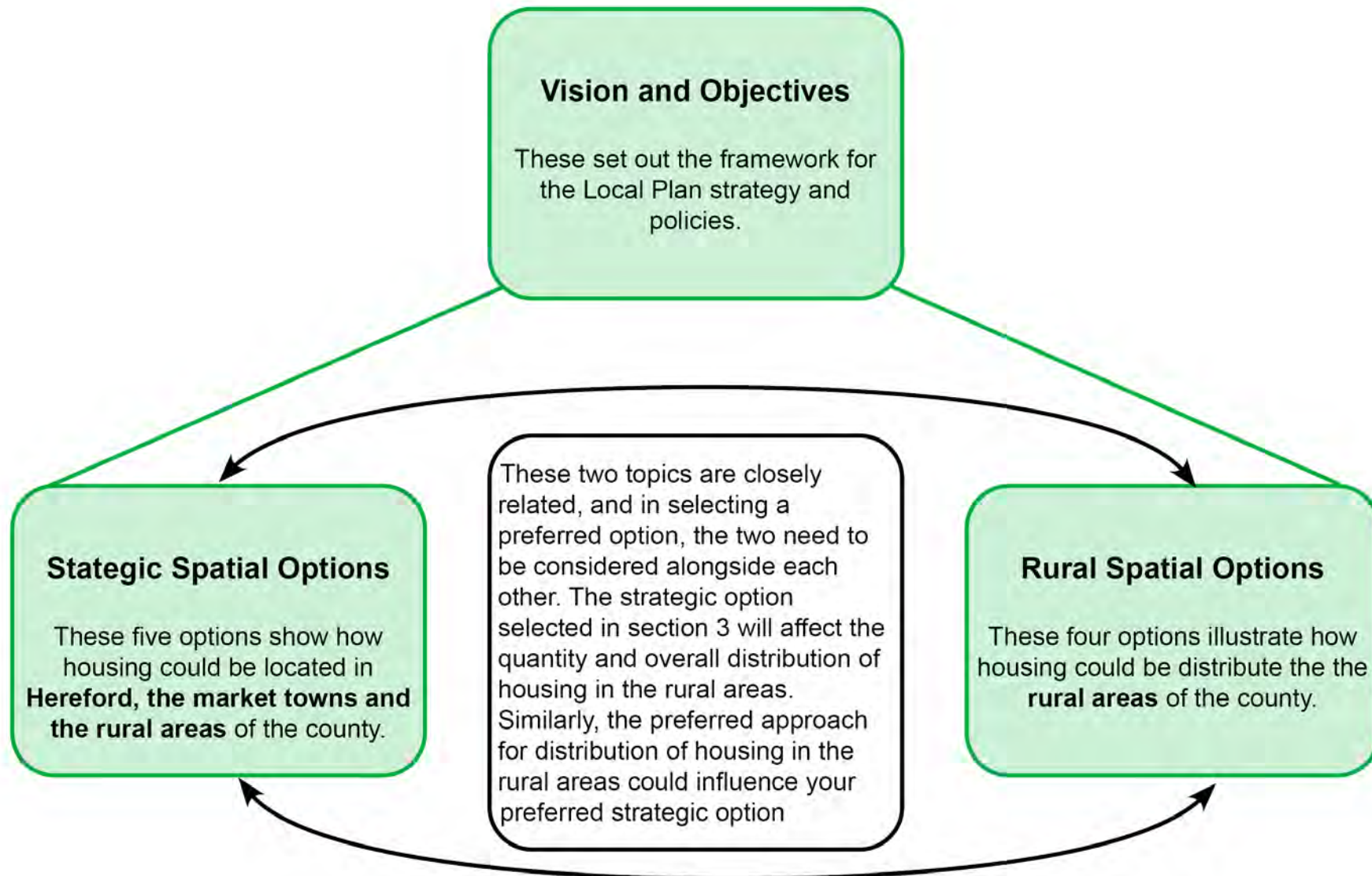
Section 4 Rural Spatial Options

This section sets out **four options** to illustrate how housing could be distributed in the rural areas. There is an options breakdown showing the different distribution ratios for the rural settlements. The revised settlement hierarchy will help to determine how housing is distributed in the rural areas.

Section 5 Background Studies and Next Steps

This section lists the studies that will be completed in order to inform the local plan update and explains how you can get involved in the local plan process.

Therefore, we are now seeking your views on three topics as shown below.



Your County, Your Views - Tell us your views on the Local Plan Spatial Options

This is your chance to get involved at an early stage in the local plan update and influence this important work. This is the first stage in setting out the draft vision and objectives as well as the broad strategic spatial options for where new housing development should be located and what factors should be taken into consideration.

If you need assistance with the survey or have a question before you complete it, please contact us by email: ldf@herefordshire.gov.uk

Responses should be received by **28th February 2022**

Section 1: Vision and objectives

We have prepared a new draft **vision** for how planning will help to shape the county over the next 20 years. This helps to paint a picture of what the county will be like in 2041, the end of the updated plan period. The vision is positive and aspirational, but is considered to be realistic.

The vision is supplemented by a more detailed set of **objectives** which are split into three sections of Environment, Community and Economy, in line with the [County Plan](#). The objectives flow from the vision and they will be translated into more detailed land use policies at a later stage in the plan process. Together, they include the critical issues that the local plan update is required to address. As well as aligning with the aims of the council's County Plan they also support the council's declaration of [Climate and Ecological Emergency](#)

It is important to remember that the vision and the objectives need to reflect both the council's and community's priorities in connection with the issues that the planning system can address. Therefore it is important for you to tell us what you think of the vision and objectives as they will form the framework for both the strategy and the more detailed policies of the plan. These, in turn, will shape development in Herefordshire over the next 20 years.

The Vision



Environment

By 2041 Herefordshire will be a place where planning has helped to create an environment where all of its residents have an exceptional quality of life and are able to live and travel in a more sustainable way. In addressing the climate and ecological emergency, the county will be carbon neutral, and biodiversity here will be thriving. The rich landscape and cultural heritage will continue to be protected and valued for all to enjoy.

Community

Herefordshire will be an exemplar of 21st century rural living, where rural settlements and market towns have resilient communities, which are well connected digitally. Hereford will be recognised nationally as a green and pioneering university city, and will be a popular place to live, work and visit.



Economy

The county will be economically prosperous, with its farming heritage and sustainable tourism continuing to play an important role. It will be well known as the place where innovative, green and creative businesses can thrive. Good quality housing and inclusive infrastructure will be provided to ensure that people are able to live active and healthy lives.

The Environmental Objectives



Environment

- To protect the natural environment and heritage of the county, having particular regard to its characteristic features, including; retaining traditional orchards and woodlands as well as restoring its rivers to a good quality.
- To pay special regard to protected areas of the county, including the Wye Valley and Malvern Hills Areas of Outstanding Natural Beauty, whilst at the same time, valuing its ecology and landscape.
- To achieve biodiversity net gain from all developments and significantly increase the tree cover in Hereford and the market towns.
- To enhance and extend Herefordshire's natural capital, green infrastructure and nature recovery networks to ensure good access and proximity to open and wild spaces for all residents.
- To ensure high quality design of buildings and spaces taking into account local character and heritage, in order to create attractive and inclusive places.
- To conserve and, where possible, enhance heritage assets and their settings through carefully managed change, and to recognise and elevate the role these assets play in providing a sense of place and local distinctiveness.
- To minimise and carefully manage the use of natural resources, including minerals, land, and water and to encourage the reduction, reuse and recycling of waste, to achieve a circular economy.
- To significantly improve air quality.
- To ensure that development is located and designed in a way which requires less energy use and to increase the amount of energy generated from renewable sources, with a requirement for all new development to be net zero carbon by 2030.
- To enable net zero carbon goals to be at the heart of transport planning decisions, for environmental gains but also to allow people to make healthier more active travel choices.

The Community Objectives



Community

- To provide connectivity and infrastructure that is designed for inclusion, with factors such as gender, age, and disability considered.
- To provide transport infrastructure, which will support and prioritise active travel and public transport.
- To ensure that all residents have easy access to an appropriate range of nearby services, with community hubs thriving in market town and rural settings, thereby reducing the need to travel and enhancing quality of life.
- To create good quality, attractive places to work and to do business that will provide jobs and cultural opportunities for all, and that will also appeal to a younger population, helping to balance the county's demographic profile.
- To provide a range of housing and tenure types to meet local needs, including affordability and specialist requirements. To provide diverse opportunities for home ownership for all.
- To support good-health and wellbeing, through ensuring easy access to open space, sports facilities, and active travel options.
- To ensure that health and social care infrastructure will meet the demands of a growing population, whilst supporting good-health and well-being, and addressing inequalities.
- To improve educational achievement by supporting the provision of high quality primary and secondary education, with all children having the opportunity to attend a good Ofsted rated local school, accessible without the need for a private car.
- Supporting the provision of higher and further education to retain and attract young people to the area. Increasing skills and qualifications of our local workforce to narrow the county's skills and learning gap.
- To encourage innovative ways to ensure healthy and resilient communities through supporting the development and provision of local services and use of smart technologies.

The Economic Objectives



Economy

- To ensure that new development is accompanied by fast and reliable digital connectivity.
- To grow a thriving, diverse local economy and for Herefordshire to be recognised as a good place for a broad range of businesses to invest and prosper, particularly the green technology and creative sectors.
- To help generate more and higher skilled jobs that are well paid, close the pay gap and retain and attract working age people to live in the county.
- To recognise the importance of the small business sector, help independent businesses to thrive, boost job opportunities and encourage the creation of hyper-local business identities.
- To continue to recognise the importance of the role that agriculture plays in the local economy and support appropriate diversification and modernisation to strengthen this sector.
- To support the renewal of the county's high streets and town centres to create a vibrant network of economic centres with a diverse range of easily accessible shops and services.
- To encourage and support responsible tourism that contributes to the county's economic diversity, whilst respecting its historic and natural character.
- To support the transition to a zero carbon and circular economy.
- To strengthen the role of Hereford City as the central hub of the county where people have easy and equitable access to business, leisure, cultural, retail and employment opportunities.

Section 2: Key Characteristics and Land Use Considerations of City, Towns and Rural Areas

This section provides background information to help set the scene when considering the various options for the land use strategy. It includes a town centre profile with key facts and figures for Hereford, the market towns of Bromyard, Kington, Ledbury, Leominster and Ross-on-Wye, as well as the rural areas of the county. It also describes their character and identifies key issues that will be taken into account and addressed by the local plan.

A national census took place on 21 March 2021. The information gained from this is still being processed by the Office of National Statistics and will be released in stages over the next year. Therefore the 2011 Census data remains the source for base line information but where possible we have updated this with information from [Understanding Herefordshire](#) where this is available. We will use and refer to the 2021 census statistics as they are published.

The COVID-19 pandemic and related lockdown restrictions has had a significant impact on all aspects of community life. The permanent impacts of this unprecedented situation are still not known. Understanding Herefordshire produces a [monthly summary](#) on the impact of the pandemic which provides useful information about the evolving situation and will help to inform the local plan. In Herefordshire it is generally considered that there has been a strengthening of local community support and interaction through these challenging times. This has been supported by the county wide [Talk Community](#) project and the volunteer run [Talk Community Hubs](#) across the county.

Hereford Town Profile

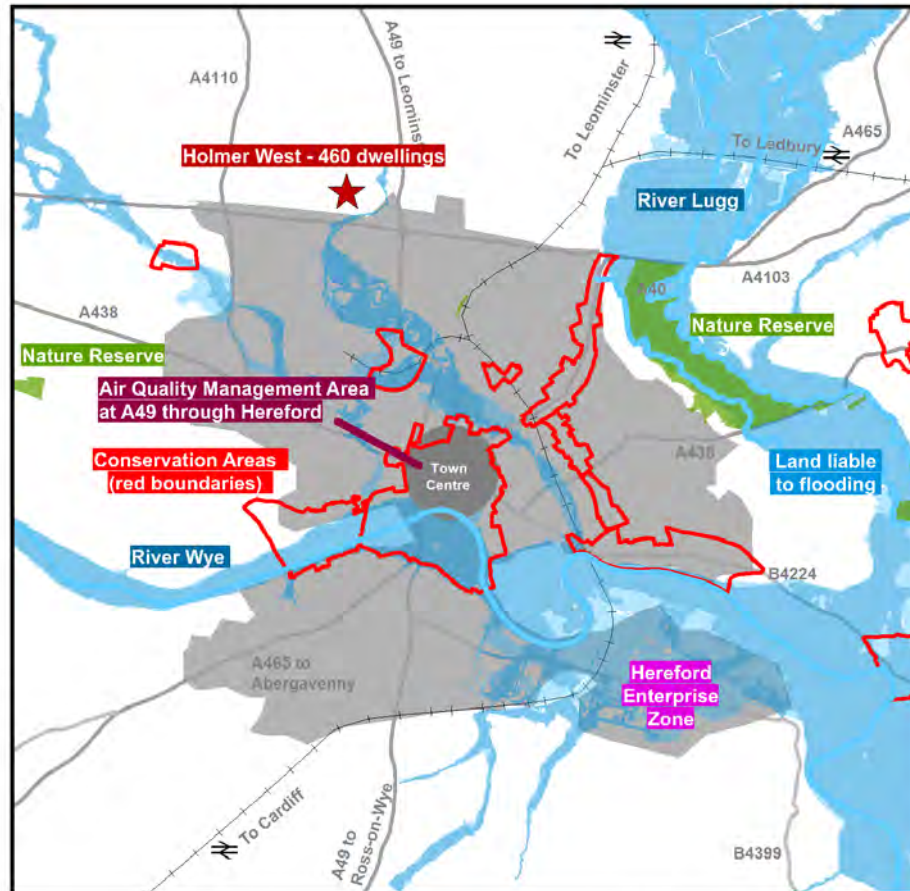
INTRODUCTION

The city of Hereford is the largest settlement, lying geographically in the centre of the county.

It serves as its administrative, commercial and main service centre. It comprises Hereford City, and partly the parishes of Holmer and Shelwick to the north, Breinton to the west, Lower Bullingham and Belmont Rural to the south.

It serves as the primary centre for services, including a hospital, numerous higher education institutions, and a wide range of shopping, leisure facilities and hospitality venues.

A number of major road routes converge here. There is also a bus terminus serving a large number of routes and a train station.



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Hereford Key Facts

Total Population



64,000

(2019 mid-year estimate)

NDP Status



Hereford city is not producing a Neighbourhood Development Plan

Deprivation Levels



North Hereford - Average
South Hereford - High, some among 25% most deprived
Hereford Rural - Low levels
 (ONS 2015)

Total No. of dwellings



26,087

Dwellings (Census 2011)

With an additional 520 dwellings built in the last 10 years. (Herefordshire Council April 2021)

Age Profile



12,000 (19%)
Aged 0-15 years



40,300 (63%)
Aged 16-64 years



11,700 (18%)
Aged 65+ years

(Estimated 2020)

Travel to work



57%
Vehicle



8%
Other



3%
Bus or train



3%
Commute over 6 miles/10km



32%
Walk or cycle

(Census 2011)

Top outflow destinations (% of total)

Herefordshire: **91%**
 Malvern Hills: **1%**
 Worcester: **1%**

Top inflow destinations (% of total)

Herefordshire: **91%**
 Shropshire: **1%**
 Monmouthshire: **1%**

Employment

17%

Employed in production, including manufacturing (14% for county)

29%

Employed in public administration, education and health (28% for county)

30%

Employed in distribution, transport, accommodation & food (29% for county)

8%

Employed in business services activities (10% for the county)

16%

Employed in other areas (19% for county)

(Census 2011)

Housing planning permissions and completions



Hereford housing planning permissions at April 2021: 1011 dwellings

Building Rates

Over past 10 years on average 52 dwellings built per annum.

Carbon Footprint



9.9t CO2e*

per-household territorial footprint

*carbon dioxide equivalent (a number of different gases collectively as a common unit)

[Community carbon calculator 2021](#)

Public Transport



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

Hereford Land Use Considerations

Environmental

- Hereford has areas liable to flood with areas adjacent to the River Wye within Flood Zones 2 and 3.
- The city has one Air Quality Management Area (AQMA).
- The central area of Hereford is within a conservation area and there are also nine other conservation areas within the city.
- Some small scale limited opportunities for brownfield development exist within the city.

Community

- Traffic problems generate issues with air quality, safety, overall attractiveness and pedestrian friendliness of the city centre environment.
- There are poor physical linkages between communities and employment on both sides of the river.

Economic

- In [June 2021](#) the cabinet allocated funding for a series of active transport packages, and is investigating the option of an eastern road link with river crossing.
- There are opportunities to expand or deliver new employment sites, particularly south of the river and at the Enterprise Zone known as [Skylon Park](#), subject to traffic capacity issues being addressed.
- Demand in recent years has generally been for small scale employment units. It is difficult to predict what the future demand will be like given changing working patterns arising from the COVID-19 pandemic.
- Hereford's new university ([NMITE](#)) is raising the profile of the city and is likely to lead to a co-location of engineering and technology centred businesses.

Bromyard Town Profile Map

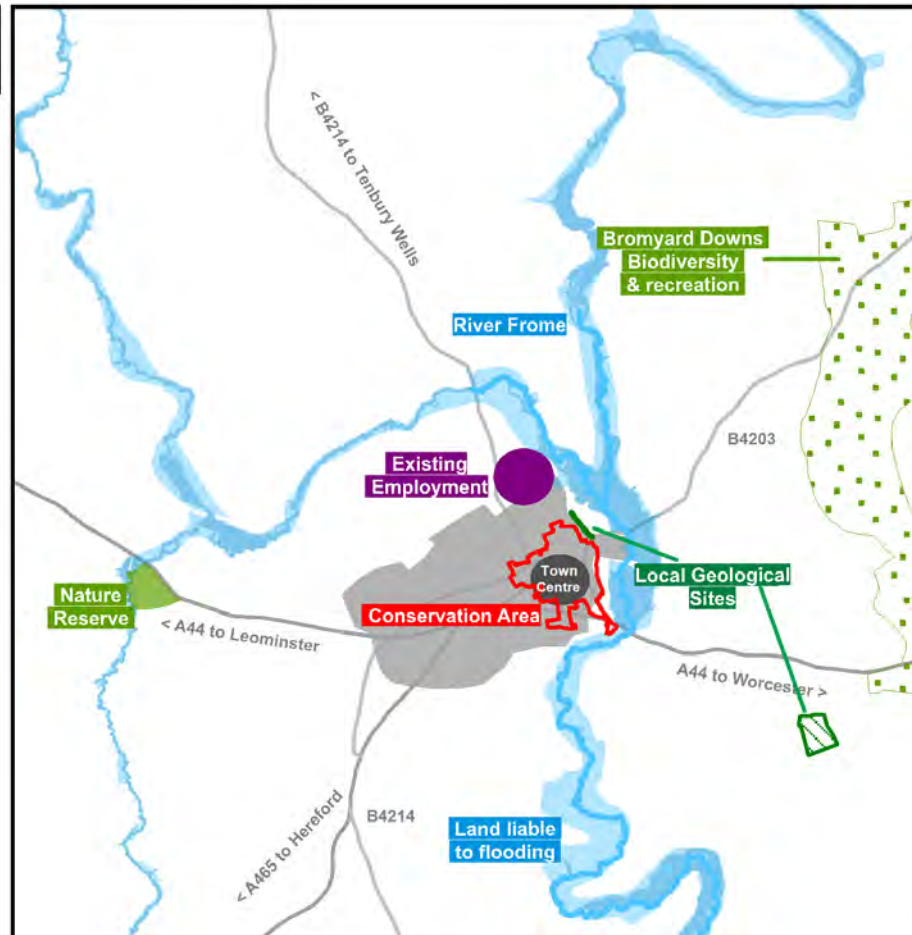
Bromyard Town Profile

INTRODUCTION

Bromyard is a small market town located to the north eastern side of the county between Leominster and Worcester on the A44 road.

Bromyard is well-known for its historic half-timbered buildings and numerous festivals that are held in the area.

Bromyard town contains facilities such as supermarkets and shops, football pitches, schools, restaurants and pubs.



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Bromyard Key Facts

Total Population



4,700

(2019 mid-year estimate)

NDP Status



Bromyard Town is not producing a Neighbourhood Development Plan.

Deprivation Levels



Average levels of deprivation. One area among **25% most deprived** in England. (ONS 2015)

Total No. of dwellings



2,128

Dwellings (Census 2011)

With an additional **240** dwellings built in the last 10 years. (Herefordshire Council April 2021)

Age Profile



800 (17%)

Aged 0-15 years



2,600 (54%)

Aged 16-64 years



1,400 (29%)

Aged 65+ years

(Estimated 2020)

Travel to work



67%
Vehicle



6%
Other



2%
Bus or train



25%
Walk or cycle

35%
Commute over 6 miles/10km

(Census 2011)

Top outflow destinations (% of total)

Herefordshire: **67%**
Malvern Hills: **9%**
Worcester: **8%**

Top inflow destinations (% of total)

Herefordshire: **77%**
Malvern Hills: **8%**
Worcester: **6%**

Employment

20%

Employed in production, including manufacturing (14% for county)

26%

Employed in public administration, education and health (28% for county)

30%

Employed in distribution, transport, accommodation & food (29% for county)

9%

Employed in business services activities (10% for the county)

16%

Employed in other areas (19% for county)

(Census 2011)

Housing planning permissions and completions



Bromyard housing planning permissions at April 2021: 106 dwellings

Building Rates

Over past 10 years on average 24 dwellings built per annum.

Carbon Footprint



10.5t CO2e*

per-household territorial footprint

*carbon dioxide equivalent (a number of different gases collectively as a common unit)

[Community carbon calculator 2021](#)

Public Transport



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

Nearest train station is Malvern Link 9 miles away.

Bromyard Land Use Considerations

Environmental

- There are existing flood issues associated with the River Frome with Flood Zones 2 and 3, largely located to the east of the town.
- Bromyard is affected by the current restrictions on various types of development, including housing that could lead to an increase in the levels of phosphorus in the River Lugg catchment SAC.
- The steep rise of land surrounding Bromyard could constrain development due to the impact on views and visibility to the Bromyard Downs. The majority of land around the town is considered highly sensitive in landscape terms.
- A conservation area covers the central core of Bromyard Town and Stockings Meadow Nature Reserve on the A44 to Leominster.

Community

- Bromyard has no railway station, some bus services to the surrounding areas but generally has a reliance on private cars for transportation.
- There is a need for affordable housing, with current policy requiring 40% affordable homes for new developments.
- Nearly 30% of the population is over 65 which is expected to increase further in the next 20 years.

Economic

- The Bromyard commercial property market is a very small, localised market.
- Bromyard has limited communications and transport links.
- Land south of Linton trading estate is constrained by a quarry pool to the north of the site and steep topography.

Kington Town Profile Map

Kington Town Profile

INTRODUCTION

The market town of Kington lies in north-west Herefordshire, located 19 miles north-west of Hereford and 2 miles from the Welsh border.

The town lies on the western side of Offa's Dyke situated below Hergest Ridge, the River Arrow runs through the south of Kington Town.

Kington Town is the smallest of Herefordshire's market towns and is a key service centre for its rural hinterland.

Town facilities include a range of supermarkets and shops, medical centre, football pitch, several schools and a bus station.



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Kington Key Facts

Total Population



3,300

(2019 mid-year estimate)

NDP Status



Did not pass NDP Referendum in July 2019. NDP is being revised by steering group

Deprivation Levels



Kington town - above average.
Kington rural - average.
(ONS 2015)

Total No. of dwellings



1,624

Dwellings (Census 2011)

With an additional **32** dwellings built in the last 10 years. (Herefordshire Council April 2021)

Age Profile



500 (15%)

Aged 0-15 years



1,850 (56%)

Aged 16-64 years



950 (29%)

Aged 65+ years

(Estimated 2020)

Travel to work



69%
Vehicle



8%
Other



1%
Bus or train



27%
Commute over 6 miles/10km



22%
Walk or cycle

(Census 2011)

Top outflow destinations (% of total)

Herefordshire: **79%**
Powys: **10%**
Shropshire: **2%**

Top inflow destinations (% of total)

Herefordshire: **75%**
Powys: **16%**
Shropshire: **1%**

Employment

10%

Employed in production, including manufacturing (14% for county)

25%

Employed in public administration, education and health (28% for county)

33%

Employed in distribution, transport, accommodation & food (29% for county)

10%

Employed in business services activities (10% for the county)

22%

Employed in other areas (19% for county)

(Census 2011)

Housing planning permissions and completions



Kington housing planning permissions at April 2021: 20 dwellings

Building Rates

Over past 10 years on average 3 dwellings built per annum.

Carbon Footprint



7.3t CO2e*

per-household territorial footprint

*carbon dioxide equivalent (a number of different gases collectively as a common unit)

[Community carbon calculator 2021](#)

Public Transport



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

Nearest train station is Leominster 14 miles away.

Kington Land Use Considerations

Environmental

- The town is constrained by flooding with flood zones 2 and 3 associated with the River Arrow to the east of the town and Back Brook to the north of the town.
- The landscape and topography of Kington is attractive with the Black Mountains close by.
- A conservation area covers the central core of Kington Town.
- Kington is affected by the current restrictions on various types of development, including housing, which could lead to an increase in the levels of phosphorus in the River Lugg catchment SAC.

Community

- Kington is comparably remote from the rest of the county and is not connected by rail or by motorways. Travel to and from the town is mainly reliant on the private car with some limited bus services.
- There is a lack of affordable housing in Kington and it has not met the housing need set out in the adopted Core Strategy.
- Kington has a high proportion of second home ownership and holiday lets which affects housing affordability.

Economic

- Kington has a comparatively small and localised employment market with limited transport/communication links.
- Hatton Gardens and Arrow Court industrial estates are active employment areas.

Ledbury Town Profile

INTRODUCTION

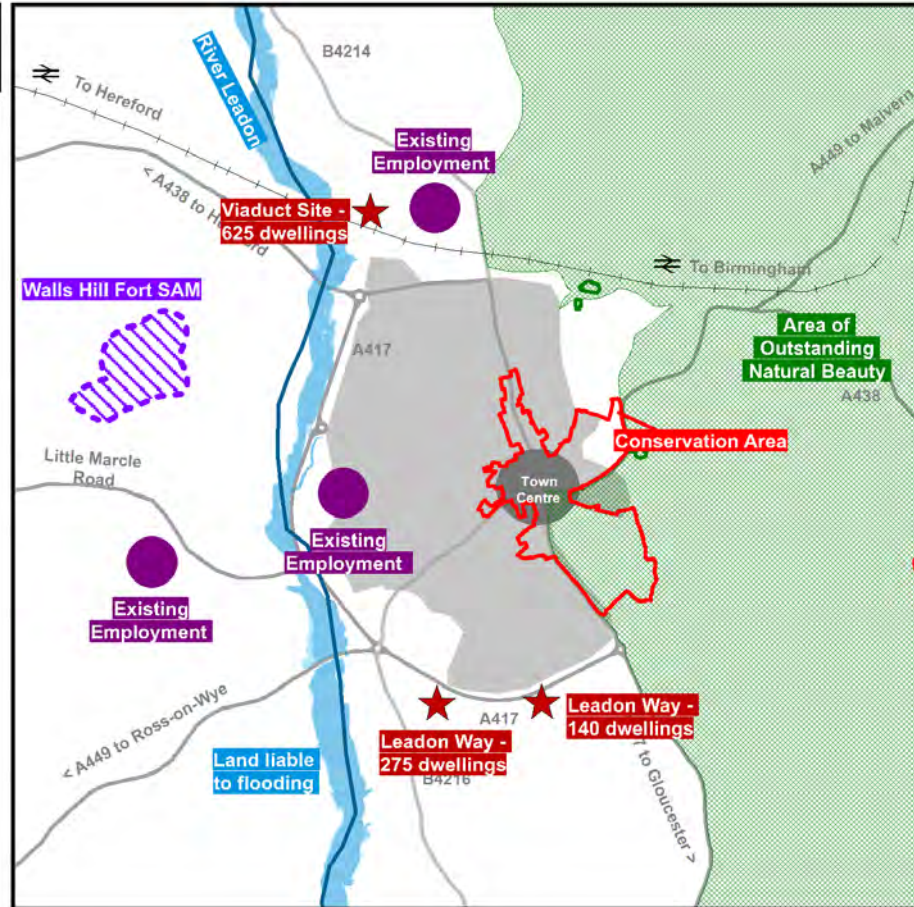
Ledbury is located in the eastern side of the County, close to the M50 and the Malvern Hills.

The Malvern Hills Area of Outstanding Natural Beauty lies to the east of the town and the land rises sharply.

Land along the River Leadon to the east of the A417 by-pass is subject to flooding.

Further west of the town, there is the Scheduled Area Monument (SAM) of Walls Hill Camp and Fort.

The town centre is a vibrant and thriving centre covered by an extensive Conservation Area along its central cross roads which makes the town an important tourist destination.



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Ledbury Key Facts

Total Population



10,100

(2019 mid-year estimate)

NDP Status



[Neighbourhood Development Plan made 11 January 2019.](#)
Review underway.

Deprivation Levels



Below average. One area among 20% *least deprived* in England.
(ONS 2015)

Total No. of dwellings



4,532

Dwellings (Census 2011)

With an additional **90** dwellings built in the last 10 years. (Herefordshire Council April 2021)

Age Profile



1,600 (16%)
Aged 0-15 years



5,600 (55%)
Aged 16-64 years



2,900 (29%)
Aged 65+ years

(Estimated 2020)

Travel to work



65%
Vehicle



7%
Other



3%
Bus or train



40%
Commute over 6 miles/10km



25%
Walk or cycle

(Census 2011)

Top outflow destinations (% of total)

Herefordshire: **67%**
Malvern Hills: **9%**
Forest of Dean: **4%**

Top inflow destinations (% of total)

Herefordshire: **72%**
Malvern Hills: **8%**
Forest of Dean: **6%**

Employment

15%

Employed in production, including manufacturing (14% for county)

25%

Employed in public administration, education and health (28% for county)

28%

Employed in distribution, transport, accommodation & food (29% for county)

12%

Employed in business services activities (10% for the county)

20%

Employed in other areas (19% for county)

(Census 2011)

Housing planning permissions and completions



Ledbury housing planning permissions at April 2021: 1,130 dwellings

Building Rates

Over past 10 years on average 9 dwellings built per annum.

Carbon Footprint



11.3t CO2e*

per-household territorial footprint

*carbon dioxide equivalent (a number of different gases collectively as a common unit)

[Community carbon calculator 2021](#)

Public Transport



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

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

Ledbury Land Use Considerations

Environmental

- To the west of the town there is land liable to flooding which is mainly flood zone 3 along the River Leadon.
- The town is bordered on the east side by the Malvern Hills Area of Outstanding Natural Beauty and adjoins sensitive landscapes to the north west.
- The town centre is made up of a strong historic core which is also a designated conservation area.

Community

- Despite the low housebuilding rates over the past ten years, the town currently has a high level of planning permissions for housing to its northern and southern boundaries with plans for 40% of this being for affordable housing.
- Ledbury and District Sports Federation and its constituent clubs have identified the need for further playing fields. The aim is to meet the needs of the local rugby and football clubs and this has been identified in the review of the NDP.
- The NDP is also exploring the possibility of improved accessibility and extended parking to the eastbound platform at the railway station. This ambition is also stated in the [Herefordshire Transport Plan](#) (2016-2031) which is expected to be revised in the next eighteen months.
- The Herefordshire-Gloucestershire Canal route running north/south of the town is a protected route which allows for the restoration of the canal.

Economic

- There is a 12 hectare site to the south west of the town identified for additional employment land. This is adjacent to existing employment land.
- A further 3 hectares of employment land has been granted permission on the viaduct land close to existing employment sites.
- The town centre is a thriving place with many independent shops and historic buildings all within an attractive townscape which adds to the town's economy.

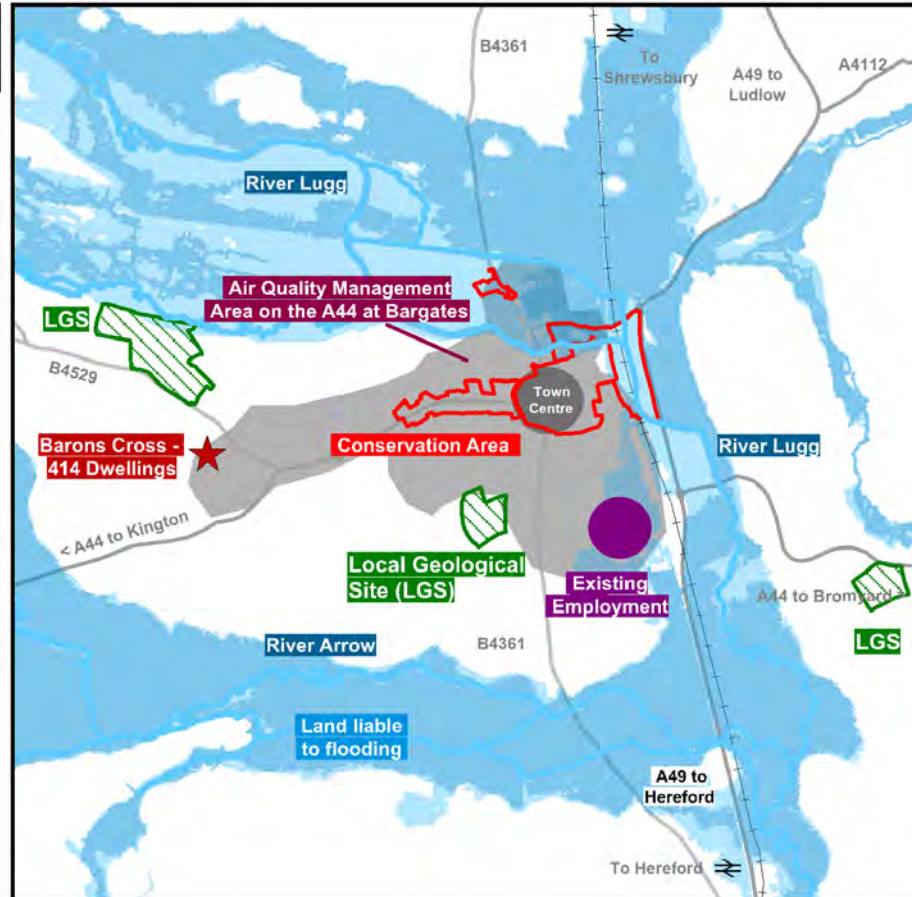
Leominster Town Profile Map

Leominster Town Profile

INTRODUCTION

Leominster is an attractive market town, located about twelve miles to the north of Hereford and is the service centre for many parishes in the north of Herefordshire, as well as several local villages in neighbouring Shropshire.

Leominster is a compact town. The centre includes many historic buildings and has recently been identified as a Heritage Action Zone to help it improve the historic environment to stimulate economic growth and tourism potential.



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NORTH
NOT TO SCALE

Herefordshire
Council

Leominster Key Facts

Total Population



12,400

(2019 mid-year estimate)

NDP Status



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

Deprivation Levels



Above average. Some areas among 20% most deprived in England. Leominster rural average. (ONS 2015)

Total No. of dwellings



5,424

Dwellings (Census 2011)

With an additional 230 dwellings built in the last 10 years. (Herefordshire Council April 2021)

Age Profile



2,200 (18%)
Aged 0-15 years



7,100 (57%)
Aged 16-64 years



3,100 (25%)
Aged 65+ years

(Estimated 2020)

Travel to work



66%
Vehicle



9%
Other



2%
Bus or train



31%
Commute over 6 miles/10km



23%
Walk or cycle

(Census 2011)

Top outflow destinations (% of total)

Herefordshire: 86%
Malvern Hills: 4%
Worcester: 1%

Top inflow destinations (% of total)

Herefordshire: 83%
Shropshire: 6%
Powys: 2%

Employment

16%

Employed in production, including manufacturing (14% for county)

24%

Employed in public administration, education and health (28% for county)

35%

Employed in distribution, transport, accommodation & food (29% for county)

8%

Employed in business services activities (10% for the county)

17%

Employed in other areas (19% for county)

(Census 2011)

Housing planning permissions and completions



Leominster housing planning permissions at April 2021: 439 dwellings

Building Rates

Over past 10 years on average 23 dwellings built per annum.

Carbon Footprint



16.5t CO2e*

per-household territorial footprint

*carbon dioxide equivalent (a number of different gases collectively as a common unit)

[Community carbon calculator 2021](#)

Public Transport



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

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

Leominster Land Use Considerations

Environmental

- There are existing flood issues associated with the River Lugg and the River Arrow, with Flood Zones 2 and 3.
- Leominster is affected by the current restrictions on various types of development, including housing that could lead to an increase in the levels of phosphorus in the River Lugg catchment SAC.
- The Bargates area of the town suffers from congestion and air pollution. As a consequence this area has been designated as an Air Quality Management Area.
- The core strategy includes proposals for a new southern link road, associated with a sustainable urban extension, to divert traffic away from this area and to reduce air pollution. However neither of these projects have reached the planning stage.
- Archaeological potential has been identified, particularly at land to the south of Barons Cross where there are earthworks.
- Cockcroft Hill incorporates the Ryelands Croft Local Geological Site, a locally important landscape and geological feature which will continue to be retained as semi-natural open space.
- The town has a number of historical, and cultural assets with four conservation areas within the town which will benefit from funding from the [High Street Heritage Action Zone Fund](#).

Community

- A rail station serves the town but there is limited access to other sustainable travel such as frequent bus services and cycle and walking paths.
- The Local Transport Plan looks to encourage and facilitate sustainable travel to reduce car use and support for additional services in order to enhance accessibility, support the economy and encourage a modal shift.

Economic

- The Leominster Enterprise Park will continue to serve employment needs, with potential to extend by 10 hectares as identified in the core strategy.
- Funding from the High Street Heritage Action Zone Fund will be used to deliver a range of projects up to 2024 to rejuvenate the town centre and enhance its vibrancy.

Ross-on-Wye Town Profile Map

Ross-on-Wye Town Profile

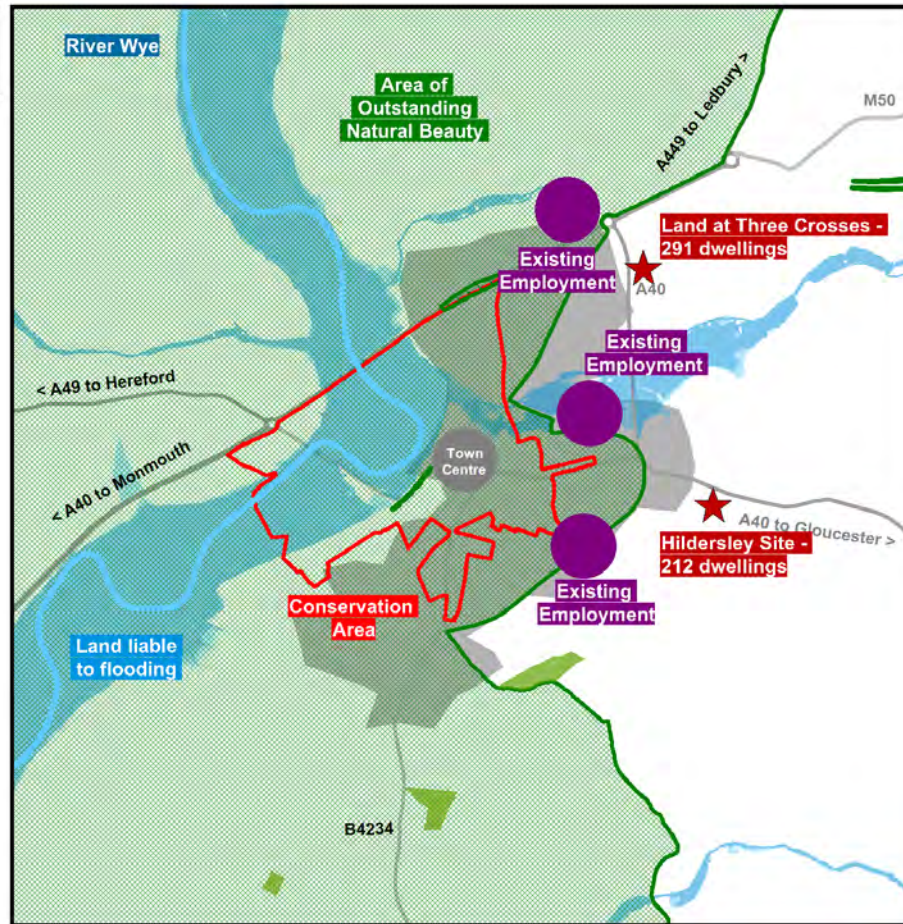
INTRODUCTION

Ross is one of the three larger towns in Herefordshire and also acts as a service centre for those living in its rural hinterland.

It lies some 16 miles south of Hereford, 12 miles north east of Monmouth and 17 miles west of Gloucester and benefits from good road links to Birmingham and the Midlands via the M50, and to South Wales via the A40/A449.

Ross is a pretty, historic town, set in a landscape designated for its natural beauty, alongside the River Wye.

As well as being an important gateway town to the south of Herefordshire, it also attracts visitors and tourists from further afield.



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NORTH
NOT TO SCALE

Herefordshire Council

Ross-on-Wye Key Facts

Total Population



11,300

(2019 mid-year estimate)

NDP Status



[Neighbourhood development plan made 7 June 2021](#)

Deprivation Levels



Mixed. Has areas among the 25% most, and 20% least deprived in England. (ONS 2015)

Total No. of dwellings



5,054

Dwellings (Census 2011)

With an additional 470 dwellings built in the last 10 years. (Herefordshire Council April 2021)

Age Profile



1,800 (16%)
Aged 0-15 years



6,400 (57%)
Aged 16-64 years



3,100 (27%)
Aged 65+ years

(Estimated 2020)

Travel to work



67%
Vehicle



5%
Other



3%
Bus or train



38%
Commute over 6 miles/10km



25%
Walk or cycle

(Census 2011)

Top outflow destinations (% of total)

Herefordshire: 72%
Forest of Dean: 8%
Gloucester: 5%

Top inflow destinations (% of total)

Herefordshire: 78%
Forest of Dean: 17%
Monmouthshire: 4%

Employment

14%

Employed in production, including manufacturing (14% for county)

26%

Employed in public administration, education and health (28% for county)

30%

Employed in distribution, transport, accommodation & food (29% for county)

11%

Employed in business services activities (10% for the county)

19%

Employed in other areas (19% for county)

(Census 2011)

Housing planning permissions and completions



Ross-on-Wye housing planning permissions at April 2021: 525 dwellings

Building Rates

Over past 10 years on average 47 dwellings built per annum.

Carbon Footprint



13.6t CO2e*

per-household territorial footprint

*carbon dioxide equivalent (a number of different gases collectively as a common unit)

[Community carbon calculator 2021](#)

Public Transport



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

Two hourly service to Newent and Monmouth.

Nearest train station is Ledbury 15 miles away

Ross-on-Wye Land Use Considerations

Environmental

- Ross-on-Wye is set in attractive landscape, most of which is in the Wye Valley Area of Outstanding Natural Beauty (AONB).
- There are areas of Flood Zones 2 and 3 around the town, particularly on land adjacent to the River Wye as well as the lower town centre, the Broadmeadows area and beyond the A40 to the east. A number of homes were badly affected by the 2020 floods.
- Much of the centre of Ross-on-Wye is in a Conservation Area.

Community

- There are regular bus services to Hereford and Gloucester but there is no train station. There is considerable out commuting to Gloucester and Monmouth by car as well as to Hereford.
- The NDP has identified an overall lack of affordable housing for local people.
- Concern has been expressed in the NDP about traffic circulation and congestion in and around the town.

Economic

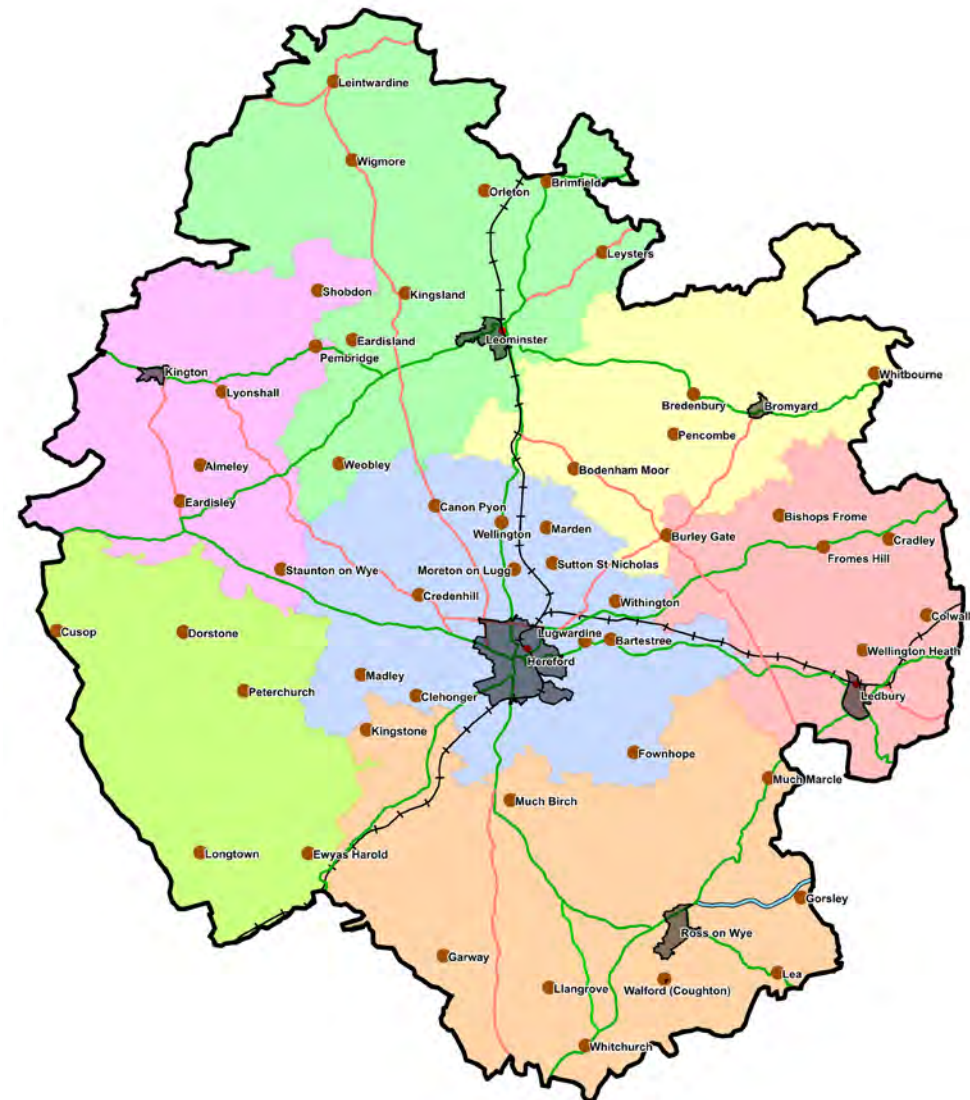
- There is a proposed employment site at Model Farm with 10 hectares of allocated employment land.
- Tourism is an important part of the local economy and there is potential to strengthen this role.

Rural Areas Profile and Overview

Herefordshire is one of the most rural and sparsely populated counties in England, with a diverse range of settlements varying in size and character. A significant aspect of this local character is the settlement pattern. Many settlements in the rural areas are nucleated whilst others are more dispersed. Each settlement has distinct environmental constraints and the amount and type of key services vary.

The rural settlement hierarchy is currently under review to identify the number and type of services available in all the rural settlements. This will help us to understand the impact of the Core Strategy's rural housing policies on local services and facilities.

The map opposite shows the seven housing market areas in Herefordshire: Bromyard, Golden Valley, Hereford, Kington, Ledbury, Leominster and Ross-on-Wye



Rural Areas Profile and Key Facts

Total Population



87,100

(2019 mid-year estimate)

NDP Status



To date there are 113 designated neighbourhood areas, 82 of these are adopted, 4 are awaiting referendum, 4 have been submitted for examination, 4 are at regulation 14 consultation, 19 are drafting their plan.

Deprivation Levels



Overall, **average** levels.
(ONS 2019)

Total No. of dwellings



35,200

Dwellings (Census 2011)

With an additional **2846** dwellings built in the last 10 years. (Herefordshire Council April 2021)

Age Profile



13,200

Aged 0-15 years



48,900

Aged 16-64 years



24,600

Aged 65+ years

(Estimated 2020)

29% over 65 years of age
(25% for county as a whole)

Employment

11%

Employed in production, including manufacturing (14% for county)

27%

Employed in public administration, education and health (28% for county)

26%

Employed in distribution, transport, accommodation & food (29% for county)

11%

Employed in business services activities (10% for the county)

16%

Employed in other areas (19% for county)

10%

Employed in Agriculture, forestry and fishing.

(Census 2011)

Public Transport



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

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

Settlement Types



217 settlements identified in current core strategy for proportional housing growth.

Housing planning permissions and completions



In the rural areas housing planning permissions at April 2021: 2,644 dwellings

Building Rates

Over past 10 years on average 285 dwellings built per annum.

Carbon Footprint



Information about the carbon footprint of individual parishes can be found at the [community carbon calculator](#) website

Rural Areas Profile and Key Facts

Rural Services and Facilities



Educational Facilities

Over 100 educational facilities including 5 secondary schools.

Amenities and Services

More than 200 local amenities and services consisting of shops, post offices, petrol stations, banks, accountants, garages/ workshops, hairdressers, garden centres and over 150 pubs and restaurants. [Public and community transport](#) links connect the county.

Health Facilities

Over 20 health services including GP surgeries, pharmacies, and dentists.

Community Facilities (Including Social, sports and leisure)

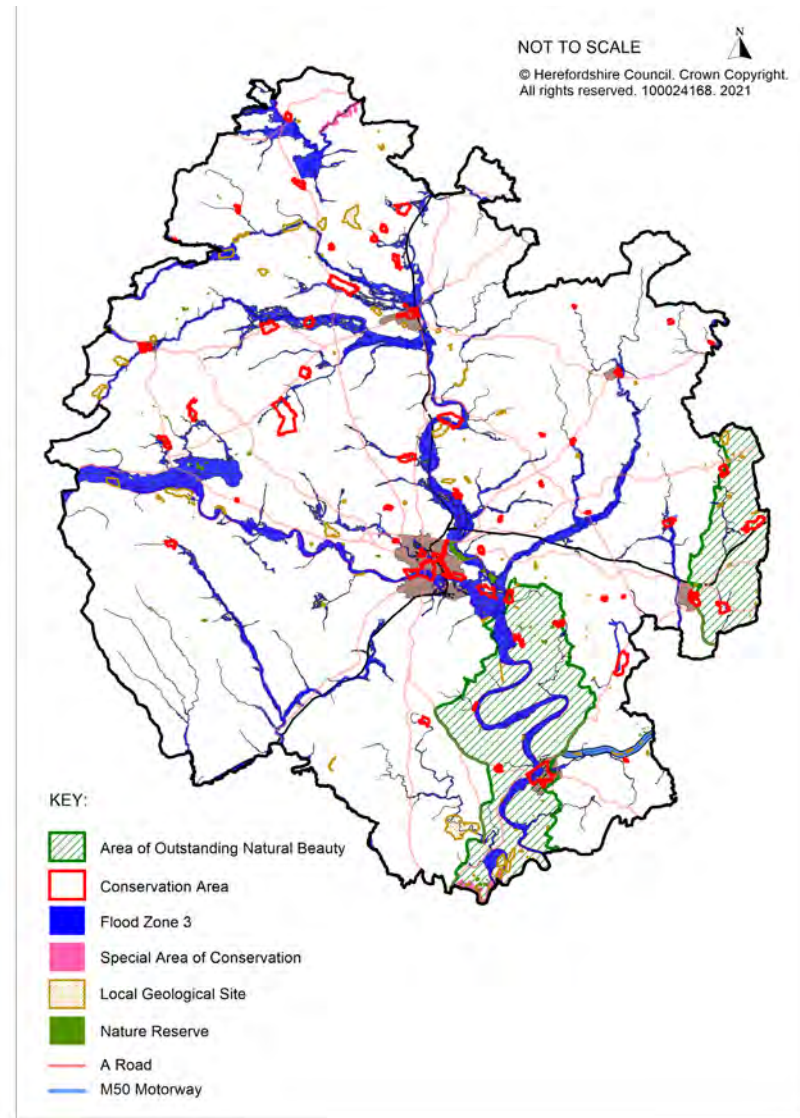
Numerous village halls, 9 Libraries, over 200 places of worship and more than 70 playgrounds and sports pitches. [Talk Community Hubs](#) across the rural areas. The hubs connect people to services, information, groups and activities either within the local areas or across the county to support their own wellbeing and independence

Environmental Designations



Herefordshire's rural areas boast many natural assets including the Malvern Hills and Wye Valley Areas of Outstanding Natural Beauty.

There are around 70 Sites of Special Scientific Interest, 4 Special Areas of Conservation, 140 Local Geological Sites, 3 National Nature Reserves, 40 conservation areas, numerous Scheduled Ancient Monuments and listed buildings, and over 20 Registered Parks and Gardens. There are large amounts of Grade 1 agricultural land. Land liable to flooding is illustrated on the adjacent map.



Rural Areas Land Use Considerations

Environmental

- Large areas of landscape are of high quality with the Wye Valley and Malvern Hills having national AONB designation.
- The River Wye Special Area of Conservation covers the central and southern areas of the county and the River Lugg catchment covers much of the north of the county. The River Lugg is failing its conservation objectives with stretches of the upper Wye at risk.
- The rural areas support a wide range of habitats, including the ancient woodlands of the Wye Valley, the River Wye and the forested ravine of Downton Gorge.
- The settlement pattern is incredibly varied ranging from sporadic dispersed groups of housing, to nucleated settlements with a range of services.
- Herefordshire has a diverse built character with a range of buildings from country house estates to individual historic houses.
- There is a mix of building types of which perhaps the most well-known and distinctive are the 'black and white' timber frame traditional buildings of the northern half of the county.

Community

- Connectivity and broadband coverage in the rural areas vary by settlement. Herefordshire is part of the [Fastershire](#) project that aims to bring fast broadband to all that need it by the end of 2022.
- The majority of rural areas have poor connectivity to public transport therefore rely on private car to travel to work and access services.
- The current restrictions on housing development as a result of the phosphate issue is affecting housing delivery.
- There is a lack of affordable housing in rural areas. The number of second homes and buy to let properties has risen in recent years.

Economic

- Herefordshire accounts for 50% of the whole of the West Midlands horticultural production.
- Herefordshire's economy is more dependent upon agriculture and manufacturing than any other economy in the West Midlands or the UK.

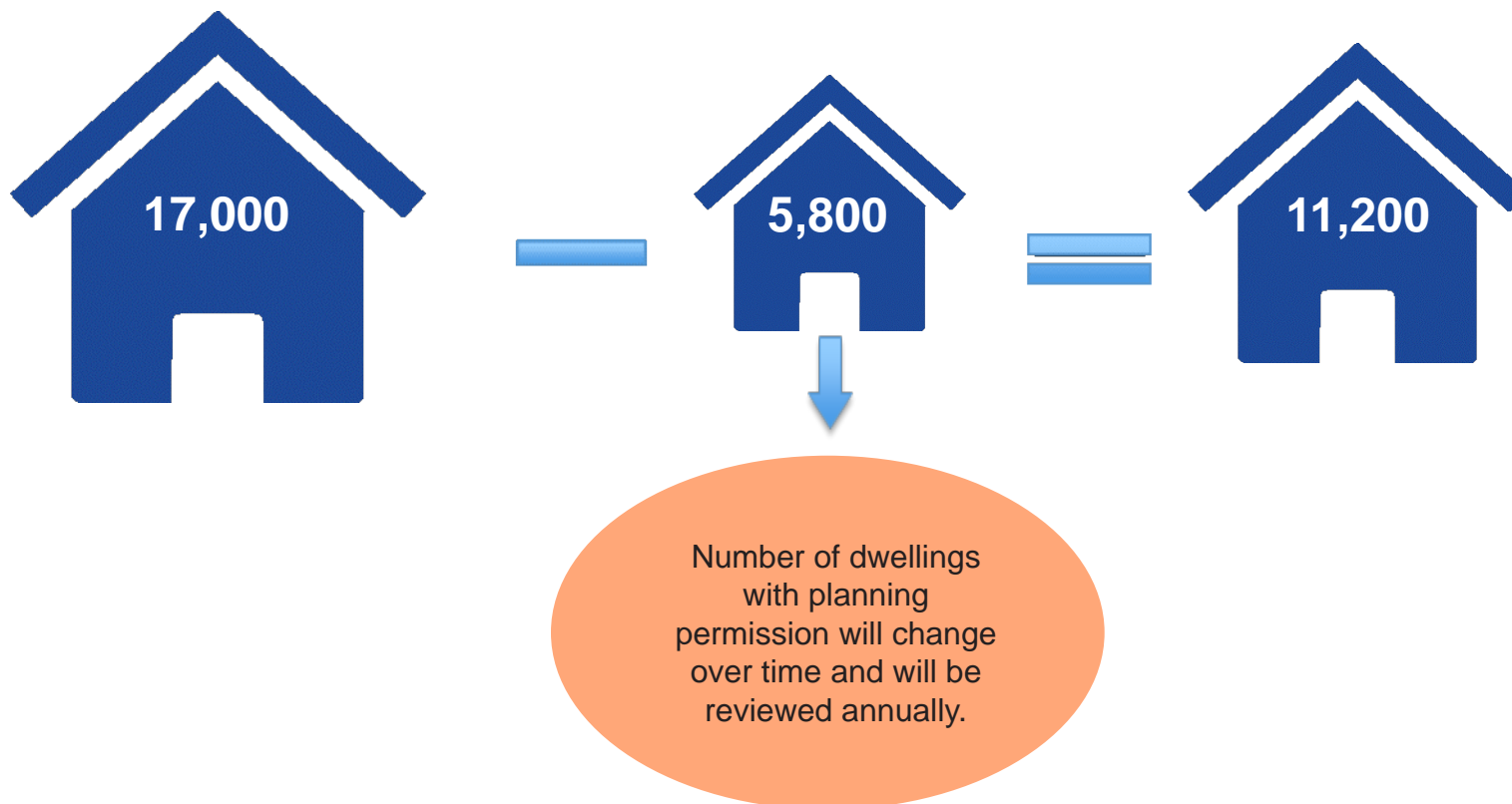
Section 3 Growth Levels and Strategic Spatial Options

Amount of housing growth required

The Government wants to increase the supply of new housing across the country and local planning authorities must use the '[standard method](#)' to determine how many dwellings need to be delivered every year. Local plans should provide for this amount unless there are exceptional circumstances that prevent this.

The standard method shows that around 850 dwellings per year over the next **20 years** are required in Herefordshire to meet its current housing need. This adds up to **17,000 dwellings**. However, the draft options take into account existing planning permissions for housing and look to distribute an additional 11,200 dwellings.

Further information on the county's housing need can found in the [Housing Market and Needs Assessment](#) (HMNA) published in July 2021 which is part of the evidence underpinning the Local Plan update.



This consultation is focusing on how to accommodate housing development across the county. There are numerous other issues that will need to be addressed at a later stage. The council is committed to ensuring that an extensive range of infrastructure and services, such as health, transport and education, are provided to support the new development. The council will work closely with infrastructure providers and the community to identify the requirements and to ensure that these are set out in the policies of the local plan. Similarly assessments will be required to understand the impact of development on the environment, and policies will make clear what is required to achieve this. We will update existing policies as necessary and add new policies on a range of topics as required including climate change and the move towards becoming a zero carbon county.

In order for us to have an up to date understanding of all the relevant issues that need to be considered and addressed by the local plan, we will produce a wide range of studies. These are listed in Section 5 with a brief explanation of what they will cover.

Transport is obviously a key factor for the local plan update to consider and further work will be required to scope the impact of transport in regards to the options discussed in this paper. This will include transport modelling, the impact of carbon emissions, and possible mitigation packages. This will be part of the emerging evidence base.

The local plan will also be closely integrated to the [Hereford Transport Strategy Review \(HTSR\)](#). This was commissioned in February 2020 to assess the best options to provide modern transport system for the city which would address the declared climate emergency, support the local economy, protect the environment and generate wider society benefits. In addition, the [Local Transport Plan](#) will be updated within the next eighteen months setting out the council's approach to all modes of transport and projects across the county

In addition we will work alongside a number of exciting and ambitious projects that Herefordshire Council is currently developing. These include the [Bus Service Improvement Plan](#), [Herefordshire Citizens Climate Change Assembly](#), the setting up of a new [Climate and Nature Partnership Board](#) and the [2050 Big Plan for the Economy](#).

Other factors to take into account

Government's proposed changes to the planning system

The Government published a [White Paper: Planning for the Future](#) for consultation in August 2020. This proposed major changes to the English planning system with the aim of reforming and modernising all aspects of planning, including local plan making. However, the Government is currently reconsidering the White Paper and the next steps are awaited. If legislation and national guidance changes during the production of the Local Plan, the council will need to consider any implications. In the meantime local planning authorities have been advised to carry on with their plan making following the current government guidance.

The Government is also to publish a [Levelling up White Paper](#) to seek to improve opportunities and livelihoods across the country, as part of the post COVID-19 pandemic recovery. This is to play a crucial role in planning, as shown by the Government department responsible for planning being renamed as the [Department for Levelling Up, Housing, and Communities](#) in September 2021.

The [Environment Act of 2021](#) has been recently made into law. The aim of the act is to prevent the export of plastic waste to developing countries, targets to improve air and water quality, and wildlife conservation. This is part of the new legal framework for environmental protection now that the UK no longer comes under EU law.

Current restrictions on development in the Lugg catchment

Most of Herefordshire is in the catchment of the River Wye. The Wye has a high level of protection as a Special Area of Conservation (SAC) as one of the best examples of a natural watercourse in Europe and for its associated aquatic ecological interest. The SAC also includes parts of the catchment of the River Lugg.

Regular monitoring of nutrient levels in the river water quality has identified high levels of nutrients, particularly phosphorus, and sediment as a problem, with the River Lugg part of the River Wye SAC continuing to exceed its limits. Furthermore stretches of the upper Wye continue to be at risk of failure. This is a significant issue in relation to water quality and ecological issues, as well as in terms of the resultant restrictions on various types of development that could lead to an increase in the levels of phosphorus in the SAC. This has had the greatest impact on housing development, with restrictions in place in the Lugg catchment which amounts to approximately 40% of the county's administrative area.

However this serious issue is currently being addressed through the work of the [Nutrient Management Board](#) and the [Interim Phosphorus Plan](#). Therefore this consultation is based on the understanding that this issue will be resolved and that the restrictions will be lifted at an early stage in the updated plan period.

This consultation is the starting point for the update of the Local Plan which will, when complete, cover a wide range of issues setting out the future land use of the county over the next 20 years and there will be opportunity to comment on these over the coming months.

Strategic Spatial Options

In this consultation paper there are five broad options for the pattern and scale of new development for the whole county and four further options for the rural areas. Together these show how the required new dwellings could be distributed throughout the county.

These options are intended as a starting point for discussion about how we might accommodate the required housing up to 2041.

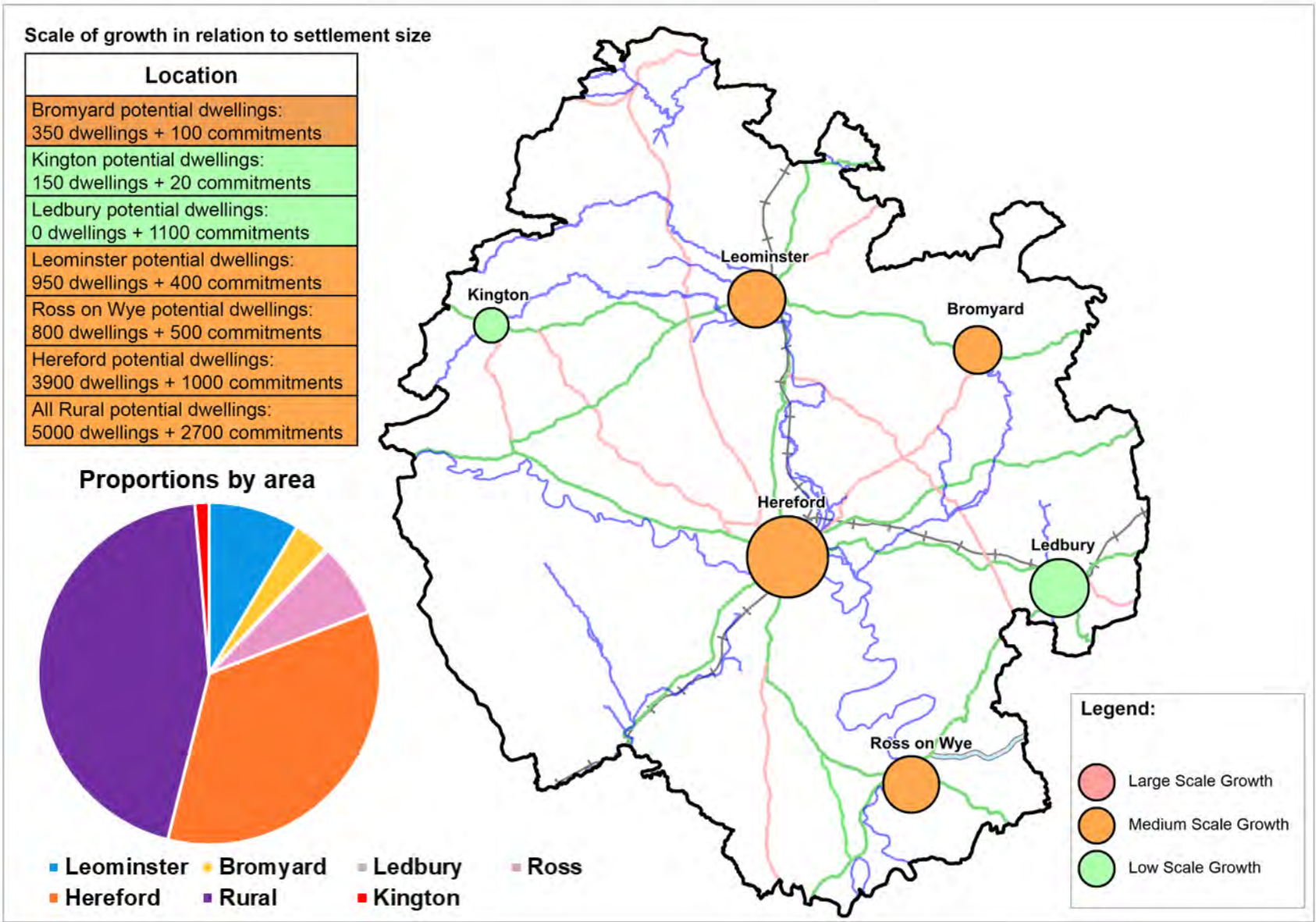
We are seeking your views on each of these options and asking you to rank them in order of preference. It may be that you would prefer a different option which combines elements of the five options presented here. If that is the case, we would like you to tell us about that as well.

Some information about the Options:

- The housing numbers in each option are approximate and are used to illustrate the possible scale of housing in different locations.
- The maps and tables shown are colour coded to give an indication of large, medium or small scale growth in proportionate terms to their existing settlement size. For example; what would be a high level of growth for Kington, would be a small level of growth for a larger settlement such as Leominster or Hereford.
- Further work will determine the appropriate level of growth for each settlement, as well as the potential capacity and location of new sites. Much of this will be evidenced by the emerging Housing and Economic Land Availability Assessment (HELAA), to be published in early 2022. Subsequent call for sites exercises may also be undertaken to identify further sites for assessment.
- Under each option, there is a section that shows how the option might deliver some of the objectives.

The final plan will set out detailed policies for each large development site. These will reflect the vision and objectives, to ensure that all new development meets high standards of place making and is suited for 21st century living.

Option 1: Housing Need Baseline Option



Explanation

This option is based on the housing need emerging in the city, town and rural areas and is based on population growth and housing need data in the recently published [Herefordshire Housing Market Needs Assessment 2021](#) (HMANA). The assessment is intended to provide a robust evidence base regarding the need for housing for each of the seven housing market areas across Herefordshire. The Housing Market Areas have characteristics in common that allows them to be grouped together. Such characteristics include house prices, tenure, affordability and income. The identified need in the rural areas is the highest compared with the market towns and Hereford.

A continuation of this strategy would result in sustained development in the larger market towns and Hereford and rural areas respectively. The rural areas would experience a sustained level of growth similar to current trends as delivery has been strong here. More moderate development would occur in Bromyard and Kington as these towns are smaller in size to the others. Ledbury has already met its growth target with the current level of housing permissions and is therefore identified for having limited further growth for the future. Modest development would continue across the rural areas as there is a strong history of delivery. The city and market towns act as sustainable service centres to serve the surrounding rural areas. It is important to note, that in the rural areas there are still various options for distribution of growth.

The level of growth proposed will need to be supported by the necessary infrastructure and any shortfalls in respect of for instance, health or educational facilities, will need to be addressed before sites are allocated in the Local Plan.

Outcomes of this option.

- Responds to market demand for housing in areas of choice and emerging need in both the urban and rural areas.
- The growth levels are similar to that of the current development plan and this option would emphasise the role of thriving market towns in serving both towns and rural areas.
- A transport assessment of Hereford's ability to accommodate such growth will be required.
- The rural share could mean broader spread of development which would focus need more locally.
- The resulting pattern of development could increase traffic levels across Herefordshire.
- Ledbury has met its expected growth levels with current housing permissions and delivery expected in the early part of the local plan period.
- The strategy seeks a concerted effort to provide rural affordable housing, and to enable rural businesses to grow, by allowing higher levels of growth in villages and rural areas in order to meet the affordable housing needs of communities.
- The more that development is spread, the more limited the individual benefits, particularly in maintaining and providing infrastructure and services in smaller settlements.
- Would need to ensure that the market towns could accommodate this level of growth within their environmental constraints and without losing their distinctiveness.

Key links to the objectives:

Environmental

- With evenly distributed growth there is the opportunity to achieve **biodiversity net gain from all developments and significantly increase the tree cover in Hereford and the market towns.**

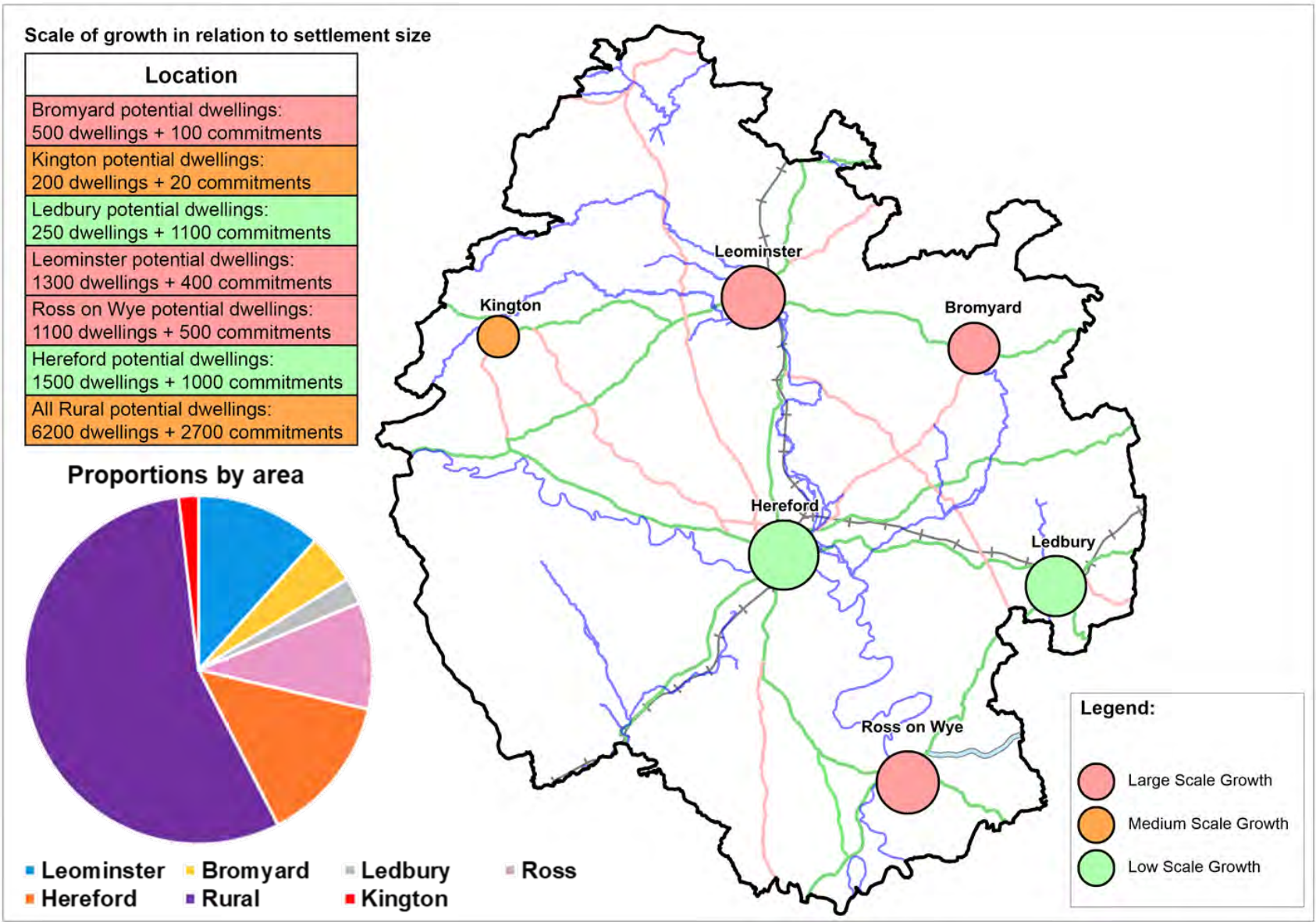
Community

- This option would go a long way to provide an appropriate mix of market, specialist and affordable housing that is well designed and meets the needs of existing and new residents. It will assist in providing **diverse opportunities for home ownership for all.**

Economic

- With a reasonably high level of growth focused in Hereford this option will go towards strengthening the **role of Hereford City as the central hub of the county where people have easy and equitable access** to a variety of services and opportunities.

Option 2: Focus on Market Towns and Rural Based Growth



Explanation

This option would disperse growth across Herefordshire's five market towns and rural areas. This option would also significantly lower housing requirements in Hereford City. This could give greater flexibility within the city's evolving transport strategy. The council determined in [February 2021](#) to not proceed with the South Wye and Hereford Transport Packages including the Hereford Western Relief Road, with cabinet subsequently allocating funding for a package of sustainable transport and active travel measures.

By increasing the level of growth to be delivered by the towns and the rural settlements, there is potential to deliver more affordable housing and better infrastructure at these locations. This can help to address the imbalances between service provision and opportunities in the city and the rest of the county.

The levels of growth to be apportioned to each market town settlement would be dependent on constraints and availability of suitable sites which would be evidenced by the 2022 HELAA and any subsequent calls for sites. The spatial distribution that is taken forward for the rural areas would determine which rural settlements would be accommodating the growth.

Outcomes of this option.

- Growth would be directed away from where the existing main concentration of infrastructure and employment in the county is situated.
- Significantly less homes would be delivered in Hereford city than the requirement set out in the HMANA.
- For Hereford city, this could lead to a decrease in the attainment of affordable housing and contributions to community infrastructure.
- Would reduce future pressures on Hereford's existing services, facilities, and transport infrastructure including the road network.
- Would reduce the reliance on large urban extension allocations to deliver growth, some of which have not come forward.
- Would take account of and reduce the impact on Hereford's existing environmental constraints, such as phosphates in the lower River Wye sub-catchment area and large areas that are prone to flooding.
- Would place greater development pressure on market towns and rural settlements to deliver higher levels of growth.
- Increased growth would broaden the scope for rural areas to seek improvements to services and infrastructure, helping to address imbalances between the rural and urban areas in terms of provision and access to facilities. The options for how this could be distributed in the rural areas are outlined in Section 4 of this document.
- Would mean increased growth in the key market towns of Ross-on-Wye, Ledbury and Leominster. This in turn would increase their scope to obtain more affordable housing and contributions to facilities and infrastructure improvement.

Key links to the objectives:

Environmental

- With more evenly distributed growth, there is the opportunity to achieve **biodiversity net gain from all developments and significantly increase the tree cover in Hereford and the market towns.**
- By reducing pressure on Hereford's road network, there is the opportunity to **significantly improve air quality** in the city.

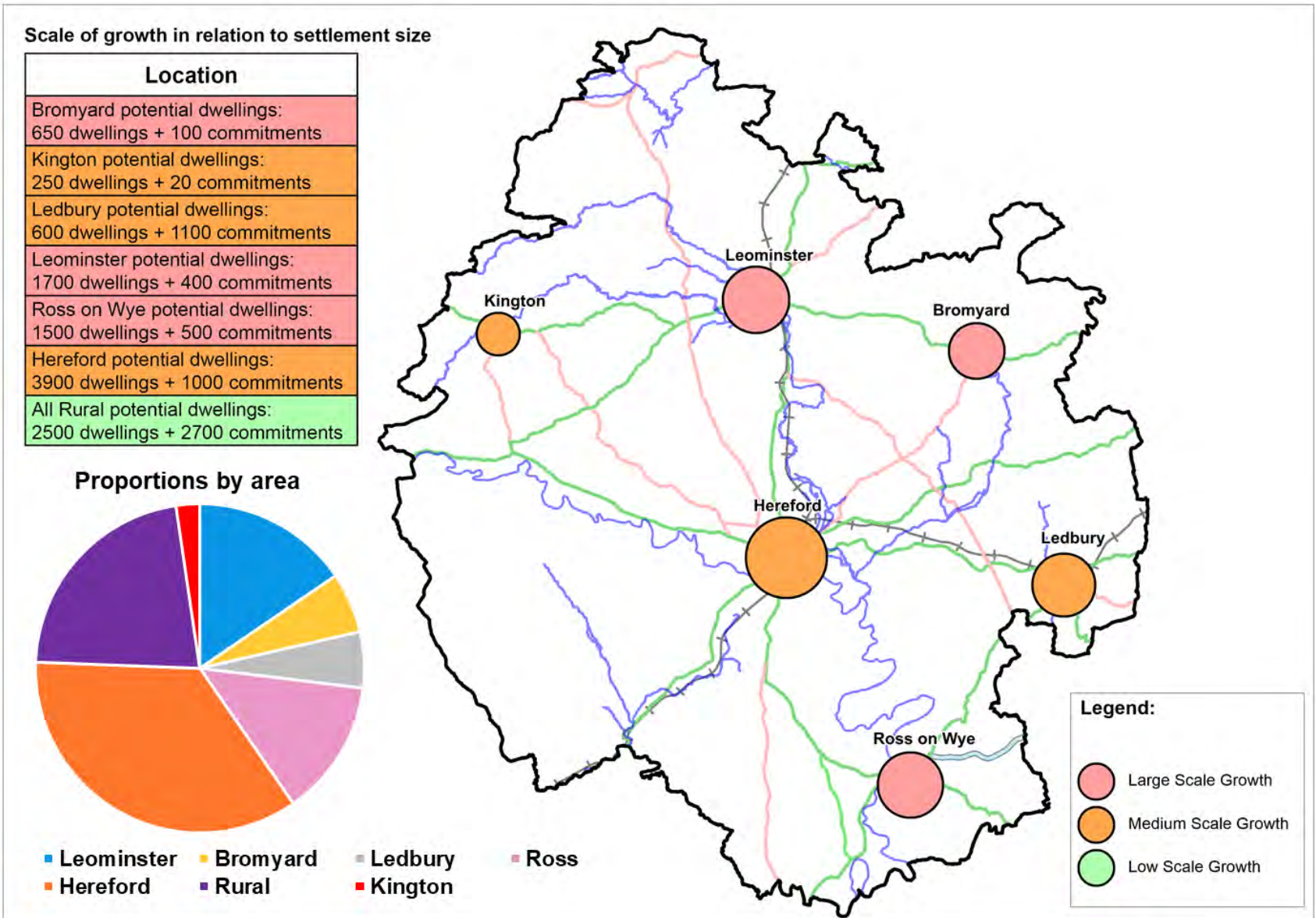
Community

- By reducing future pressures on Hereford's services, facilities and infrastructure this can ensure that **health and social care infrastructure will meet the demands of a growing population.**
- The low level of growth in Hereford would not achieve the objective to strengthen the role of Hereford City as **the central hub of the county.**

Economic

- By focussing development on the market towns, there is an opportunity **support the renewal of the county's high streets and town centres to create a vibrant network of economic centres with a diverse range of easily accessible shops and services.**

Option 3: Focus Growth across Market Towns and Hereford



Explanation

This option is to focus greater growth across Herefordshire's five market towns, and Hereford. This would result in significantly higher number of dwellings for the market towns when compared to option 1 the HMANA baseline, a smaller uplift for Hereford and significantly less development for rural areas. The options for how this could be distributed in the rural areas are outlined in Section 4 of this document.

This option would result in a broader distribution of development across the county when compared to some of the other options. The development would be located where it can support existing services and infrastructure although these would require expansion to be able to serve the new developments. This option is broadly consistent with the settlement hierarchy of Herefordshire.

This option could lead also to a stagnation of rural villages. By reducing the development within the rural areas there could be a risk of an imbalance in the age structure of the rural population with fewer younger people living there.

There are capacity constraints within each market town to consider, such as flood risk, conservation areas, and environmental factors, and the phosphate levels on the River Lugg.

Hereford could have a greater proportion of development as it is the largest settlement in Herefordshire, and this would be consistent with the principle of sustainable development. With a major river crossing; road and rail transport links, it is the dominant focus of employment, shopping, education, health, leisure and public administration provision.

Outcomes of this option.

- Would restrain development in the smaller rural areas.
- Could revitalise the services and facilities of market towns through greater development contributions which are currently collected through the Section 106 process.
- A greater focus on larger developments in urban areas to help to deliver affordable housing.
- Reduced numbers of dwellings in rural area could impact rural service retention.
- Rural villages could stagnate with limited growth.
- Capacity constraints within each market town to consider such as flood risk, conservation areas, and environmental factors.
- Other options have identified Hereford to have a greater proportion of development.
- By concentrating development in the urban areas there is an opportunity to consider sustainable forms of development such as 15 minute neighbourhoods where a range of key facilities and services are within a 15 minute walk of the new housing.
- Would need to ensure that the market towns could accommodate this level of growth within their environmental constraints and without losing their distinctiveness.

Key links to the objectives:

Environmental

- By encouraging sustainable forms of development within the urban areas of the county with less energy use.

Community

- By focusing growth within the market towns this could encourage the development of **community hubs**, and reduce the need to travel and enhance the quality of life of its residents.

Economic

- This option could help to develop a **diverse local economy** for businesses to invest and prosper across Herefordshire.

Option 4: Single Market Town Growth

Explanation

Under this option one of the three largest market towns, Ledbury or Leominster or Ross-on-Wye, would be a growth town. This would mean one of these towns taking an additional 2,000 dwellings (approximately).

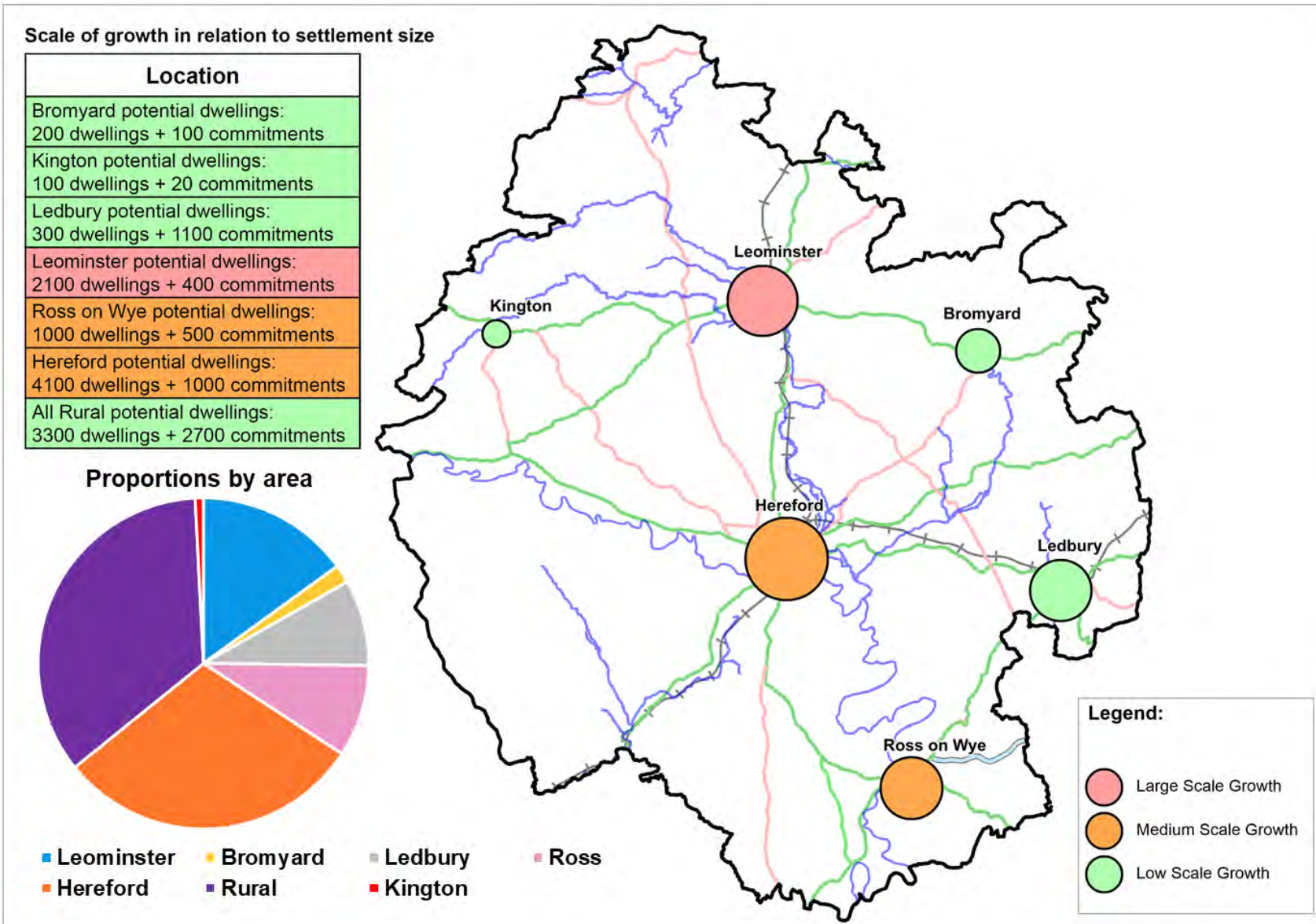
For this option Ledbury, Leominster and Ross-on-Wye are all included as possible growth towns given their existing scale, role as service centres and potential capacity to accommodate this level of growth. However this would be subject to further detailed assessment on the suitability and availability of land in each town to accommodate this level of growth. This would be evidenced by the 2022 HELAA and any subsequent calls for sites.

Neither Bromyard nor Kington are being considered under this option given constraints to development, capacity to accommodate this level of growth and their size.

Under all of the three sub options, Hereford would accommodate an additional 4,000 dwellings which would enable it to continue to perform its role as the main centre in the county for housing, employment and retail.

The rural areas would accommodate a considerably lower level of growth than the current core strategy with about 3,300 dwellings accommodated across the rural areas. The options for how this could be distributed in the rural areas are outlined in Section 4 of this document.

Option 4a: Leominster as a Growth Town



Explanation

If Leominster were the single growth town this would require the strategic urban extension (SUE) included Core Strategy 2015 to come forward, as there are limited opportunities elsewhere for this level of development. This would leave a requirement for a further 1,000 dwellings. It is likely that this would have to be met either through a combination of smaller sites or a larger SUE than is currently identified in the Core Strategy. At this stage of the process, Leominster is included within this consultation option as there may be potential to allow further housing around the town.

It is imperative that a solution is required to address the pollution levels within the Bargates Air Quality Management Area. The adopted Core Strategy included proposals for a relief road to the south of the town to be delivered in conjunction with the SUE in order to divert traffic away from Bargates and thereby helping to address the air quality issues.

Consideration needs to be given as to whether this is still the preferred approach to addressing the air quality issue and also whether the relief road can be delivered in the Local Plan period. Furthermore evidence would be required that there is a sufficient supply of other land that is both available and suitable for development for Leominster to be able to perform the role of the single growth market town. The 2022 HELAA and any subsequent calls for sites will play a part in identifying such land. This option would require certainty that the SUE would come forward within the plan period.

Under this option both Hereford and Ross on Wye would accommodate a medium level of growth proportionate to their settlement size. Bromyard, Kington, Ledbury and the rural areas would all accommodate a low scale of growth.

Key links to the objectives:

Environmental

- Could **improve air quality** issue if new infrastructure is delivered to address the Bargates AQMA.

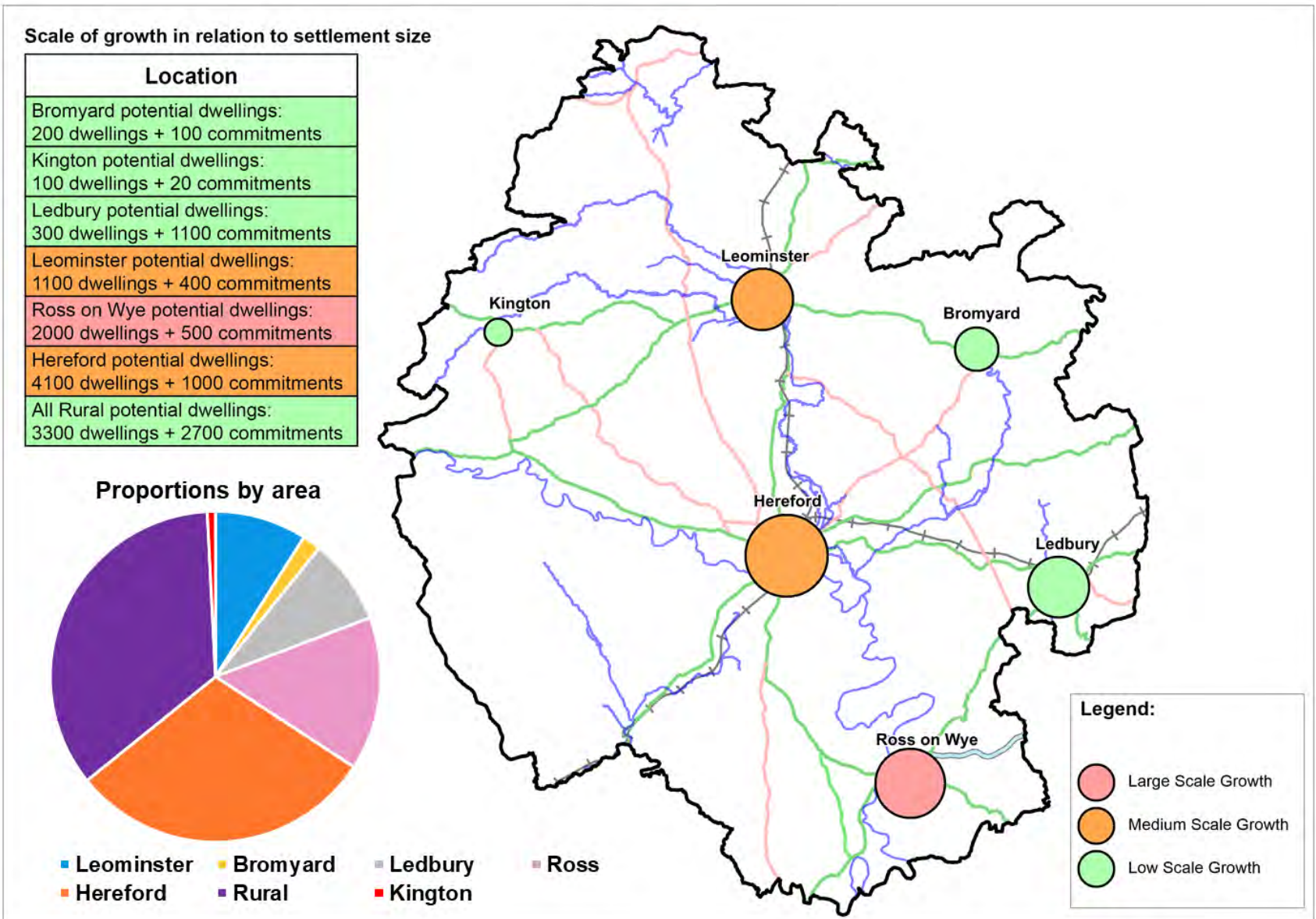
Community

- Opportunity with a master planned SUE to **provide connectivity and infrastructure that is designed for inclusion.**

Economic

- This option is likely to increase footfall in Leominster Town centre and therefore would be in line with the objective to **support the renewal of county's high streets and town centres.**

Option 4b: Ross-on-Wye as a Growth Town



Explanation

If Ross-on-Wye were to be the single growth town, further housing in addition to that identified as a strategic urban extension as set out in the Core Strategy would be required. This site which was granted outline planning permission in March 2018 for 212 dwellings and therefore has already been included in the commitments. This would leave a requirement to identify land to accommodate approximately 1,800 dwellings. At this stage of the process, Ross-on-Wye is included within this consultation option as there may be potential to allow further housing around the town. The HELAA and any subsequent calls for sites can evidence this.

Under this option Hereford and Leominster would accommodate a medium level of growth. Bromyard, Kington, Ledbury and the rural areas would accommodate a low scale of housing growth.

Key links to the objectives:

Environmental

- There is a particular opportunity **to ensure high quality design of buildings and spaces that takes into account local character and heritage, in order to create attractive and inclusive places.**

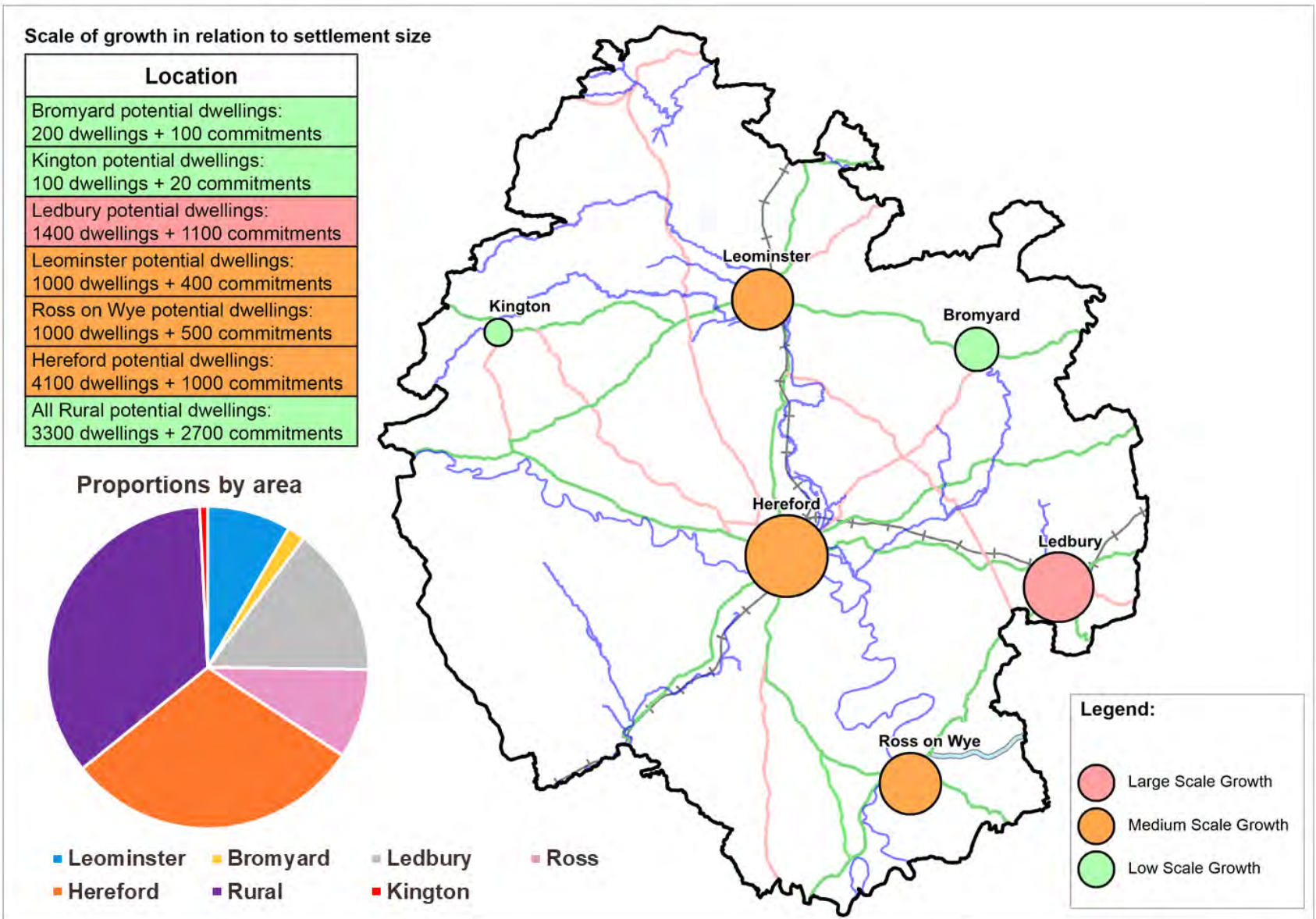
Community

- By focusing development in one area there is an opportunity to **ensure that all residents have easy access to an appropriate range of nearby services with community hubs thriving in market town settings.**

Economic

- This option is likely to increase footfall in Ross-on-Wye town centre and therefore would be in line with the objective to **support the renewal of county's high streets and town centres.**

Option 4c: Ledbury as a Growth Town



Explanation

Ledbury has achieved its expected growth levels with current housing permissions. Therefore to accommodate approximately 2,000 dwellings this would be in addition to the other planning permissions already granted including the land north of the viaduct. At this stage of the process, Ledbury is included within this consultation option as there may be potential to allow further housing around the town. However this this would need to be carefully considered in the context of the environmental constraints as referred to the Town Profile section above and assessed for its suitability for development against a range of criteria. In particular further investigations are needed to determine the road infrastructure capacity to accommodate such growth levels. In order to fulfil the role of a single growth town under this option, additional land than already has planning permission would have to come forward for housing. The 2022 HELAA and any subsequent calls for sites would identify these additional sites.

Key links to the objectives:

Environmental

- There is a particular opportunity **to ensure high quality design of buildings and spaces that takes into account local character and heritage, in order to create attractive and inclusive places.**

Community

- By focusing development in one are there is an opportunity to **ensure that all residents have easy access to an appropriate range of nearby services with community hubs thriving in market town settings.**

Economic

- This option is likely to increase footfall in Ledbury town centre and therefore would be in line with the objective to **support the renewal of county's high streets and town centres.**

Outcomes for all 3 sub-options.

- Builds on existing residential and economic centre of the market town, which could further enhance its role in relation to its rural hinterland.
- Hereford would be able to grow at a moderate scale and therefore enhance its role as a service centre.
- In all three options the rural areas as a whole would accommodate a low scale of housing growth. This could have implications for the viability of rural services and the provision of affordable housing.
- To achieve the numbers required, peripheral expansion of the single growth town would be required.
- Would need to ensure that the market towns could accommodate this level of growth within their environmental constraints and without losing their distinctiveness.
- The HELAA and any subsequent calls for sites will evidence whether there is sufficient availability of land in each market town to accommodate the proposed development.

Outcomes for sub-option 4a: Leominster as the Growth Town:

- Carry forward the proposals in the adopted Core Strategy with the delivery of the sustainable urban extension and the relief road.
- Would also require a number of additional sites to reach the required amount. These may be of varying sizes. To be identified by HELAA and any subsequent calls for sites.
- As a growth town, this could increase the use of the railway service and therefore encourage sustainable travel.
- Could enhance the employment provision at the Enterprise Park and Southern Avenue areas.

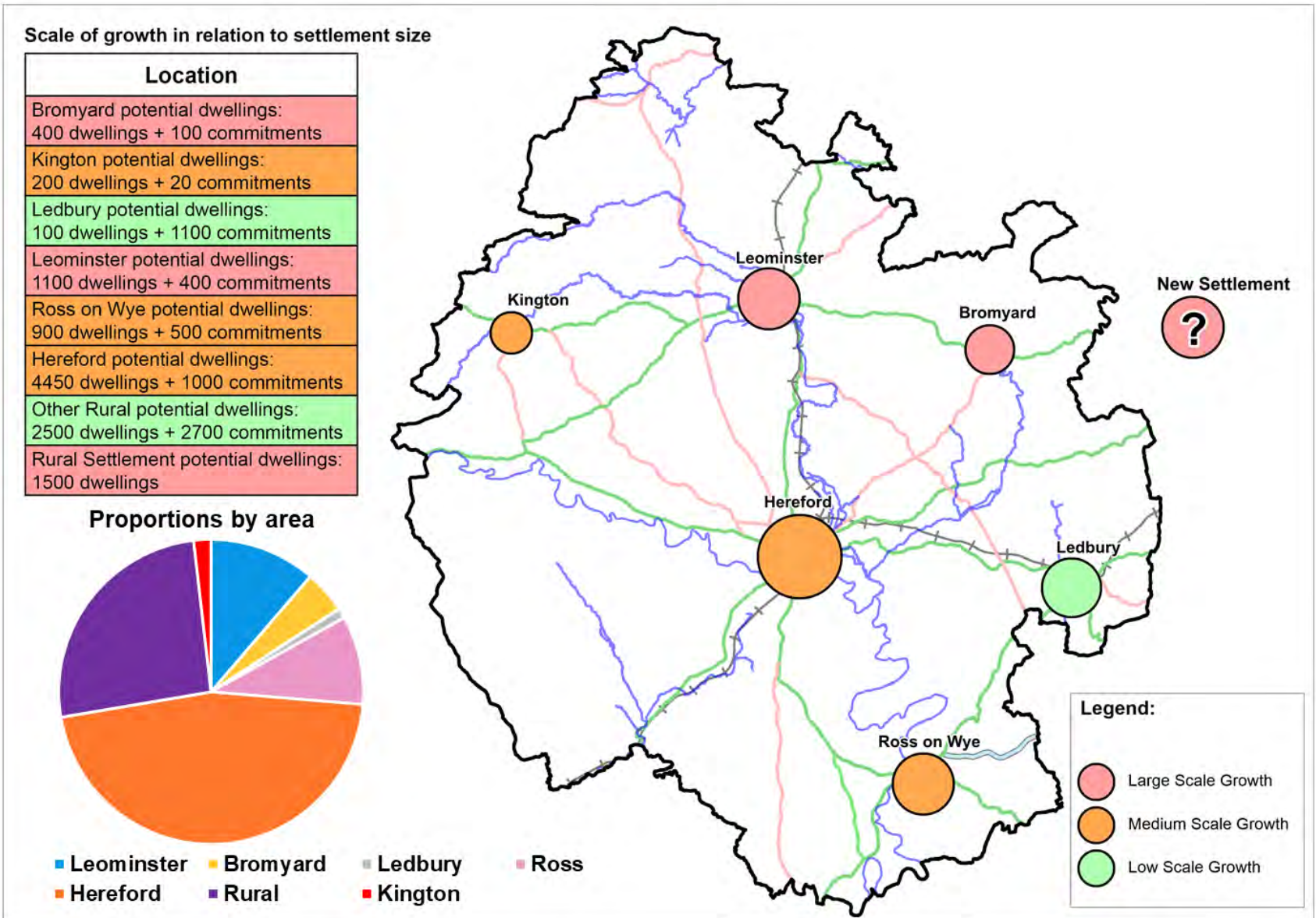
Outcomes for sub-option 4b: Ross-on-Wye as the Growth Town

- This would provide the opportunity to explore the potential for the development of the 'opportunity sites' identified in the [Neighbourhood Development Plan](#).
- This could support the delivery of the employment land at Model Farm or provide an opportunity to review the proposals and consider a mixed use development.
- This could provide the opportunity to maximise the use of brownfield sites subject to flooding and contaminated land issues being addressed.
- It is likely that the strategic extension at Leominster would also be required under this option in order to meet the medium level of growth.

Outcomes for sub-option 4c: Ledbury as the Growth Town:

- As a growth town, this could increase the use of the railway service which offers greater connectivity but existing road network capacity requires assessment.
- With the availability of potential new employment land, this will help cater for the town's growing population and rebalance homes and jobs.
- Opportunities for existing and new businesses to utilise the current developed sites.
- Further peripheral expansion of the town will mean suitable mitigation needed to address landscape and heritage matters.

Option 5: New Rural Settlement With Growth Focused in Leominster and Bromyard



Explanation

This option considers a possibility of one or more new settlements located in a rural area of the county. Herefordshire does not have large scale brownfield sites to develop and therefore any new settlement site is likely to be a greenfield site.

Under this option a new settlement could help to deliver a large proportion of the rural housing growth. The remainder of the rural housing is expected to be distributed in rural settlements as set out in Section 4.

With one new settlement of 1500 new homes this would require proportionate large scale growth in Leominster and Bromyard and moderate growth in Hereford and Ross-on-Wye.

A new settlement should:

- Be well connected economically socially, and physically with other settlements. Whilst the ambition will be to work towards some degree of self-containment, the site should not be too isolated.
- Should be located near a sustainable transport route such as rail or along sustainable electric vehicle bus networks.
- Strike a balance between creating a sustainable community by providing sufficient infrastructure/services at a level appropriate to the size of the community whilst not diverting economic activity away from existing centres, preserving their vitality and viability.
- Have availability of sufficient land assembly to deliver a comprehensive development.
- Use resources within environmental limits and constraints.
- Avoid areas that damage the ecology, landscape, historical value, and future climate resilience.
- Make use of brownfield sites if available. However any greenfield site should be designed well within the landscape setting
- Maximise opportunities to develop a net zero carbon scheme from the outset.
- Maximise opportunities to develop innovative and sustainable place making that is of a high quality.
- Maximise opportunities to enhance and develop rural business through new sustainable employment sites.
- Maximise opportunities to develop green building technologies whilst providing opportunities to train and upskill the county.

Size and Delivery

In order for a site to be viable and deliverable it needs to be an appropriate size to support services that the community living there will need. For example a new settlement of 1500 dwellings could support a primary school and a local centre. Whereas a settlement of 5,000 dwellings, could provide a secondary school with a larger centre.

Developing a new settlement can be a complex and lengthy process to masterplan and deliver. Therefore with long lead in times, it is likely that its delivery would be towards the later stages of the plan period with a likely build rate of a maximum of 150 homes per year on average. Therefore we have based this option on a new settlement size of 1500 new dwellings for the plan period although there may be potential for it to expand beyond then.

Outcomes of this option.

- A new settlement could meet some of the housing needs of Hereford or the rural areas.
- Hereford and market towns will have a level of growth to retain and expand their existing services.
- Significantly less homes would need to be delivered in the existing rural settlements thereby reducing pressure on existing rural settlements to meet housing growth targets.
- Reduced numbers of dwellings in rural areas could impact rural service retention.
- Master planning a new settlement provides opportunities to create an inclusive design and for sustainable place making.
- Creation of a high quality development that is well integrated into the natural environment.
- Provides opportunities to integrate low carbon infrastructure and transport.
- Opportunity for mixed uses with new employment sites for rural businesses to grow.
- Opportunity to provide for affordable housing, community led housing and self-build opportunities.
- Retains character of rural areas with reduced number of additional growth.

Key links to the objectives:

Environmental

- Masterplanning a new settlement provides opportunities to create a **sustainable zero carbon settlement**. By integrating active travel, building and designing sustainably, utilising natural assets and achieve biodiversity net gain, this option will have less housing pressure on the rural areas and Hereford, **which may help air quality and preserve natural assets and conserve heritage assets whilst retaining local distinctiveness**.

Community

- A new settlement will provide **new opportunities for affordable and diverse housing schemes** including potential for self-build schemes. This can set out **innovative ways to provide new educational and social facilities with the use of smart technologies**, whilst enhancing quality of life through good planning and design.

Economic

- A new settlement has potential to be a **hub with key services and opportunities** in the rural areas. Developing a new settlement will **provide opportunities for green job creation including sustainable construction skills**. A new scheme will also provide opportunities for **small local business creation and help grow the local economy through diversification**.

2022 Suggestions For Sites For A New Rural Settlement

Currently little information exists as to the availability of sufficient land assemblies that could potentially deliver a new rural settlement in the county. Therefore we are asking for landowners/agents to send in information about possible sites for new settlements only using the digital call for sites form as part of this consultation.

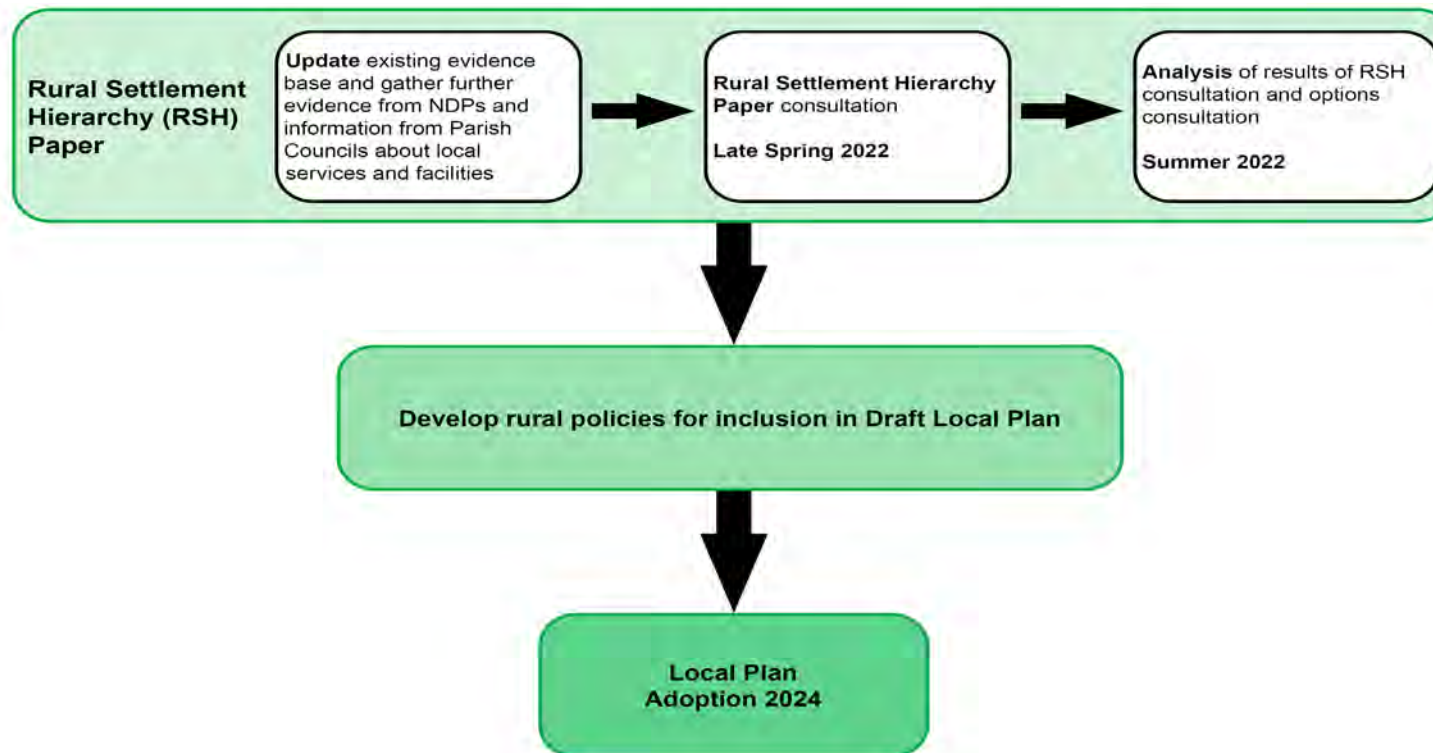
Section 4: Rural Spatial Options

Introduction

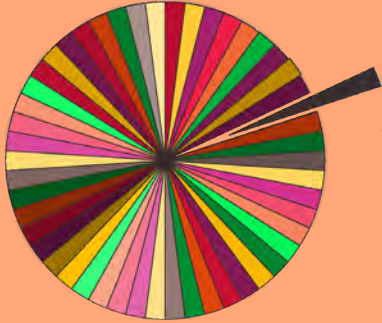
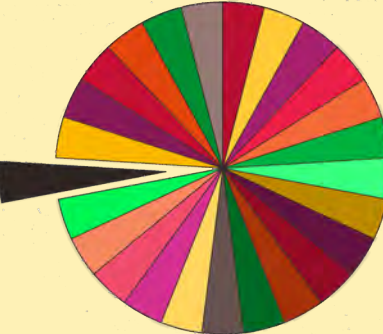
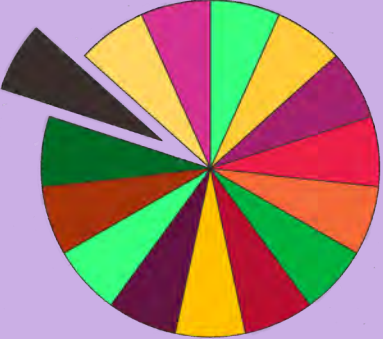
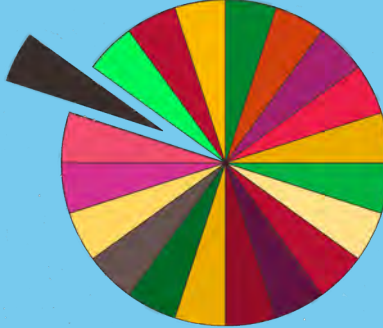
At this stage, it is undecided what the rural areas growth could be but it is anticipated that the rural areas could be expected to accommodate up to 6,500 net new dwellings. This will be dependent on what the strategic spatial options set out above conclude, and the results of work set out in this section.

The outcome of this options consultation will help to guide how much housing will be directed to the rural areas.

At this stage of the plan-making process, the council is seeking to be effective and proportionate, by identifying a number of broad strategy options for the rural areas with meaningful differences and comparing these proportionately. Therefore we do not need a precise understanding of capacity or site boundaries at this stage.

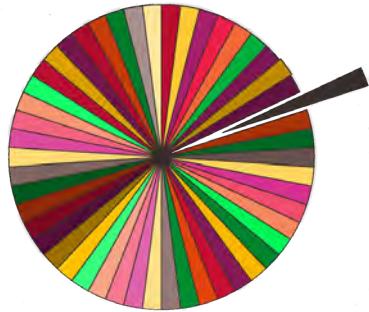


Rural Areas Options Summary

Option	Rural Areas Housing Distribution Option 1	Rural Areas Housing Distribution Option 2	Rural Areas Housing Distribution Option 3	Rural Areas Housing Distribution Option 4
Strategy	Dispersed housing growth in settlements (current).	Housing growth in the larger settlements.	Housing growth in rural hubs.	Housing growth outside of Areas of Outstanding Natural Beauty (AONBs) and conservation areas.
Estimated Settlement Breakdown chart				
Settlement Breakdown	Development would be distributed across a greater number of settlements.	Significant number of larger settlements.	Limited number of larger settlements.	This would focus development in settlements outside designated areas.
Outcome	Smaller proportionate growth to each settlement.	Larger proportionate growth to each settlement.	Significant proportionate growth to each settlement.	Larger proportionate growth to identified settlements. Areas in AONBs and within the conservation areas will have limited growth.

Rural Areas Option 1: Current Strategy. Dispersed Approach Across Settlements

Settlement Distribution



Dividing rural growth between greater number of settlements

Explanation

The option will continue the current rural housing strategy and distribute rural housing growth in settlements that have many key services. The list of settlements will be revised following the settlement hierarchy review. This will have a modernised assessment matrix to reflect current services and environmental/infrastructure constraints in rural Herefordshire.

This option will continue to provide proportionate housing growth for identified settlements that have many key services with a good level of accessibility.

Outcomes of this option.

- Housing approach will be to continue having proportionate growth in a revised settlement list but taking into account of environmental impacts.
- Retention of existing services in the identified settlements.
- May be detrimental to sustainability as a strategy of dispersal can prevent sustainable and active travel and generate a wider spread of rural traffic.
- Having smaller numbers of new homes in a large number of villages, provides minimal opportunities for affordable housing in villages.

Key links to the objectives:

Environmental

- The dispersal of development across a number of settlements will see smaller developments happening in a range of settlement sizes from small to very large. Smaller developments could allow for more choice of sites with least environmental issues. This would relate to the objective to **protect the natural environment and heritage of the county, having particular regard to its characteristic features, including; retaining traditional orchards and woodlands as well as restoring its rivers to a good quality.**

Community

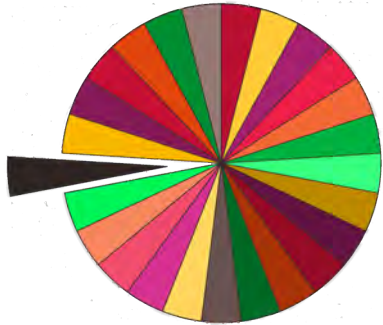
- This option will see housing need provided widely but more locally across rural areas. It would be closely aligned to the objective that relies on different **tenure types to meet local needs, including affordability and specialist requirements. To provide diverse opportunities for home ownership for all.**

Economic

- With wide dispersal of development there could be scope for more recognition of the **small business sector**. It could **help independent businesses to thrive, boost job opportunities and encourage the creation of hyper-local business identities.**

Rural Areas Option 2: Focus on Larger Settlements

Settlement Distribution



Dividing rural growth between a smaller number of settlements

Explanation

The purpose of this option is to focus on fewer settlements than in Option 1. So it would be moving away from the current strategy of wide dispersal to a more limiting strategy across a reduced number of rural settlements.

This rural option would see a higher proportion of growth in and around an identified number of settlements considered suitable for growth. These settlements are likely to have a reasonable level of accessibility, services and facilities with adequate transport links. The level of growth proposed will need to be supported by the necessary infrastructure and any shortfalls in respect of, for instance, health facilities, will need to be addressed before sites are allocated in the local plan.

Outcomes of this option.

- Housing sites may be larger in size providing better opportunity for affordable housing.
- Provides a range of housing to meet wider needs including the aging population but this will require further detail.
- It could help to facilitate investment in infrastructure such as schools, health facilities, and open space.
- Provision of sustainable travel more likely to be achieved.
- Could help to sustain current village services.

Key links to the objectives:

Environmental

- With a focus on larger settlements the likelihood is that these developments would be accommodating sites that would also be expected to deliver a master planned site in addition to housing. This would allow a new scheme **to conserve and, where possible, enhance heritage assets and their settings through carefully managed change, and to recognise and elevate the role these assets play in providing a sense of place and local distinctiveness.**

Community

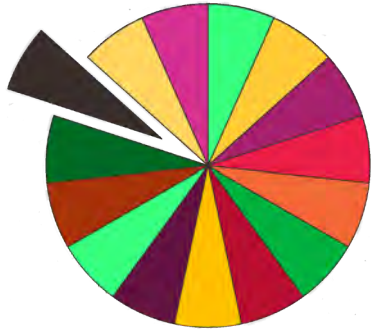
- It is anticipated that larger settlements seeing development come forward would be in a position to **provide transport infrastructure, which will support and prioritise active travel and public transport.**

Economic

- Settlements experiencing greater growth could expect to see new development that is **accompanied by fast and reliable digital connectivity.**

Rural Areas Option 3: Focus Growth on Rural Hubs

Settlement Distribution



Dividing rural growth across the largest rural settlements with strong links to sustainable transport networks and services.

Explanation

Under this option all rural growth is focused at a small number of key settlements. Of all the options, this one would have the least amount of settlements/hubs identified. This would result in more dwellings at each hub location. It is anticipated that those identified would have good levels of public transport links with a wider availability of services and less environmental constraints.

Concentration of growth in the hubs would mean other settlements would have a reduced level of growth. The impact of these levels of growth on a settlement could be relatively significant. This will be subject to further work, including with the parish councils, to derive the most appropriate approach and assess the suitability of potential sites through the Housing and Economic Land Availability Assessment which is currently underway.

Outcomes of this option.

- This option would require larger-scale greenfield development on the edge of settlements because there is limited brownfield land supply.
- There will be greater environmental issues to take into account due to more development being concentrated in fewer places to meet the rural growth target. Opportunities for 'place making' are increased to incorporate additional facilities such as open space, green infrastructure etc.
- Further investigation is needed to ensure there is sufficient primary school capacity for the local school to accommodate the required additional school places, or to ascertain whether there are other feasible options. It could help to facilitate investment in infrastructure such as schools and health facilities.
- Development with appropriate on-site facilities will improve accessibility for new as well as existing communities.
- An increase in development would be an opportunity for extending green infrastructure in and around these hubs therefore improving the quality of the environment.
- Development along transport corridors may add to congestion on trunk routes.
- This option would mean tighter restrictions on development in other settlements and rural areas, but such areas would still experience some limited growth. Similarly less development in smaller settlements has potential positive and negative impacts in terms of the built and natural environments of those places.
- Opportunities to promote small scale economic growth, rural diversification and improved infrastructure provision in smaller settlements will be more limited.

Key links to the objectives:

Environmental

- By having a more concentrated approach to development there will be greater opportunities **to enhance and extend Herefordshire's natural capital, green infrastructure and nature recovery networks to ensure good access and proximity to open and wild spaces for all residents.** Larger development sites will be more focused on the wider needs of a development.

Community

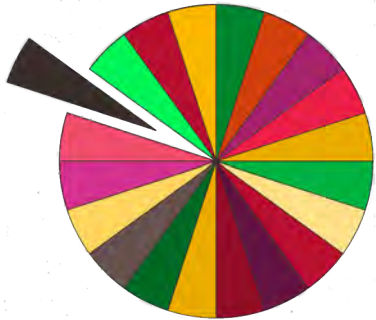
- This option by its concentrated nature will mean all residents have easy access to an **appropriate range of nearby services, with community hubs thriving in market town and rural settings, thereby reducing the need to travel and enhancing quality of life.**

Economic

- Concentrating on the larger settlements as hubs will assist in helping to **recognise the importance of the small business sector, help independent businesses to thrive, boost job opportunities and encourage the creation of hyper-local business identities.** There is greater potential for spread of this across the rural areas.

Rural Areas Option 4: Focus Growth Within Settlements Outside AONBs and Conservation Areas

Settlement Distribution



Dividing rural growth between settlements outside of these areas would mean more growth to other named settlements.

Explanation

This option reflects the proposals set out in the [Planning for the Future 'White Paper'](#), where areas within an Area of Outstanding Natural Beauty (AONB) or a conservation area will be considered 'protected'. Settlements within and including the identified protected areas will have limited development. This will ensure their significance is conserved whilst permitting appropriate and sympathetic changes where required.

There are around 40 conservation areas in rural Herefordshire and 2 AONBs. Several settlements in these are large and contain key services.

Housing growth will be distributed in the rural settlements across the housing market areas. Settlements within the AONB and conservation areas are expected to support limited growth.

Outcomes of this option.

- Greater potential for larger housing sites with a better opportunity to deliver affordable housing outside the designated areas.
- Settlements outside AONBs and conservation areas may receive a greater proportion of growth.
- Where conservation areas do not cover the whole settlement, they may still be able to accommodate some new development outside the designated area.
- Limited growth could further protect and enhance natural and built environment within AONBs and conservation areas. However by significantly restricting housing growth in some settlements this could impact on service retention including schools.
- Could help to facilitate investment in infrastructure and services in areas outside AONBs and conservation areas such as schools, health facilities, and open space.
- Housing distributed elsewhere may help to sustain current village centres outside the AONBs and conservation areas.
- Promotion of sustainable travel more likely in areas outside AONBs and Conservation Areas. Limited development may rule out some settlements that are considered sustainable as have services and public transport links.

Key links to the objectives:

Environmental

- This option would be have particular **regard to protected areas of the county, including the Wye Valley and Malvern Hills Areas of Outstanding Natural Beauty, whilst at the same time, valuing its ecology and landscape.** The option is designed with minimal growth identified in these areas.

Community

- This is an opportunity to focus on the settlements outside of the AONBs. To create **good quality, attractive places to work and to do business that will provide jobs and cultural opportunities for all, and that will also appeal to a younger population, helping to balance the county's demographic profile.** This will help to rebalance these areas as places people visit for a wide variety of reasons.

Economic

- By limiting development within these protected areas it **encourages and supports responsible tourism that contributes to the county's economic diversity, whilst respecting its historic and natural character.**

Section 5 Background Studies and Next Steps

Some of the evidence that underpins the current Local Plan requires updating. Therefore a number of new studies, as outlined below, will be completed to inform the local plan update.

Background Studies

Environment

Climate Change Study: This will identify the potential impacts of climate change and options for addressing these within Herefordshire.

Natural Environment Studies: This will include green infrastructure, open space, landscape character assessment and ecology studies. These will assess the quality and quantity of all these assets, and identify key issues to address as part of the local plan update.

Water Cycle Study: A comprehensive report that will consider a range of water related issues including quality, supply, and drainage and will identify key issues to address as part of the local plan update.

Strategic Flood Risk Assessment (SFRA) Level 2: This follows on from the completed [SFRA Level 1](#) and will include a detailed assessment of all sources of flood risk for sites to ensure that planning policies and development land allocations will not increase the risk of flooding.

Design Based Evidence: The Hereford Design Guide will help inform future development and growth in the city centre and provide guidance to help developers, applicants and the council to improve the quality of design in all new development and public realm projects.

Built Environment and Design: The Environmental Building Standards SPD sets out ways to improve standards of building design and construction, providing minimum standards for building performance, energy use, accessibility and construction.

Habitat Regulations Assessment: This is the process that local authorities must undertake to consider whether a development plan is likely to have significant effects on a national network site designated for its nature conservation interest.

Sustainability Assessment: This is a tool used to appraise planning policy documents in order to ensure social, environmental and economic aspects are all taken into consideration.

Social

Transport Studies: A Transport Scoping Report will determine the overall approach to transport across the county based on the Strategic Spatial Options presented in this paper. A study to investigate a potential new road bridge and link to the east of the city will also be required.

Sports Facilities Strategies: Consultants have been commissioned to develop strategies for both indoor and outdoor sports facilities. These will provide an audit of the current sports facilities across Herefordshire as well as identify any requirement for additional facilities.

Housing Market Area Needs Assessment (HMANA): This is complete and provides evidence about housing need for each Housing Market Area. It will also help the council develop policies about the type and mix of housing that will be required including affordable housing.

Gypsy and Travellers Needs Assessment: This provides information about the current and future accommodation needs of Gypsies and Travellers and Travelling Show people.

Rural Settlement Hierarchy: This involves an assessment of service levels and constraints in all rural settlements helping us to understand their suitability to accommodate growth. Local communities and parish councils play an important role in providing local knowledge on this.

Economic

Employment Land Requirements Study: This will assess the demand for new employment land, considering the impacts of the Covid-19 pandemic. It will advise how the local plan can address previous under-delivery of employment site allocations.

Housing and Economic Land Availability Assessment (HELAA): The purpose of HELAA is to identify sites with potential for housing or economic development and assess the development capacity of each site and an estimated timeframe for development.

Town Centre and Retail Assessment: The retail health of Hereford and the market towns will be assessed and future retail needs will be investigated. Factors such as the Covid 19 pandemic, on-line shopping and changes to the use of the county's high streets will be considered.

Economic Viability Assessment: This will look at the relationship between development values and costs for sites and development types. It will give a broad indication of the financial contributions that will be required to provide infrastructure to support development.

The next steps

Call for sites for a potential new settlement: These and can be submitted during this public consultation period using the digital form on the consultation webpage. The purpose of this is to identify any assemblies or single areas of land that have the potential to accommodate a new rural settlement anywhere in the county. These will be subject to HELAA assessment, the results of which will be used as evidence to determine whether Option 5 could be carried forward.

General call for sites: This will be open to all types, appropriate sizes and locations of land that have the potential to deliver new housing or employment land over the next plan period (2020-2041). Submissions received that have not been previously, recently assessed or warrant re-assessment, will be so through a HELAA. This will take place during Spring 2022. This will provide the council an up to date evidence base of land availability, which can inform all spatial options as the local plan is progressed to the next stage.

Housing and Economic Land Availability Assessment (HELAA): Evaluate the results of the HELAA to identify which sites are suitable, available and achievable to accommodate development.

Rural Settlement Hierarchy: Update this in order to determine the most appropriate rural growth locations.

Tell Us Your Views

We would like as many people as possible to have their say about the vision & objectives and the spatial options. This will enable us to consider responses in preparation for the next stage.

If you need assistance with the survey or have a question before you complete it, please contact us by email: ldf@herefordshire.gov.uk

Responses must be received no later than: 28 February 2022

After the closing date we will consider all the responses received. These will help determine the preferred options which will then be worked up in more detail to identify broad locations for strategic housing development sites and policy options. A further round of public consultation will take place on this in Spring 2022.