

Summary of responses to the Place Shaping Consultation

13 June to 29 July 2022

We received over 460 responses to questions asked during the Place Shaping Consultation via the Commonplace website and over 130 additional representations were made via emails sent to the ldf email address.

Thank you so much to all those who took part. All the comments made have been considered during the next stage in the Local Plan preparation. There is a lot of information to digest so we have set out key findings below.

The Place Shaping Consultation questionnaire asked respondents to answer a number of questions. The first section asked a set of questions for each Herefordshire Market Town. Questions included a ranking question, where they were asked to rank, in order of preference, a number of sites. A full list of questions can be found in appendix 1 at the end of this document.

Hereford

- Area 4-City Centre and Area and 1-Land to the North were the most favoured strategic areas in Hereford, achieving over 75% combined of the highest preferences.
- The least favoured strategic areas in Hereford were Area 8- Land to the south west and Area 7- Land to the south (mixed use). Area 8 resulted in over 55% of the total of the least favoured preference, and area 7 over 53% of the second least preference.
- Further to this the strategic sites at the north and west of the city scored overall higher than the sites to the south and to the east, with the additional strong preference for city centre development.

Bromyard

- Option 1 – North and west of Bromyard was the preferred option against Option 2 – South of Bromyard.
- Area 5- Highway Depot was the most popular strategic area for Bromyard, achieving two thirds of the highest preference.
- The least favoured strategic areas for Bromyard were Area 3- Land off Ashfield Way (residential) and Area 4- Land off Ashfield Way (mixed use). Area 4 had the highest proportion of all of the sites as the least preferred option, with 40% of the total.

- Overall it appears that the preferences favoured more towards the north and west of Bromyard rather to the south of the town.

Kington

- The most preferred strategic site for Kington was Area 4- Land North of the Medical Centre, with over 45% of all the first preference choice.
- The least popular strategic site was Area 3- Land South of Newburn Lane west of Kingswood Road, with 32% of the least preferred option.
- Overall the results suggest less of the deviation between the preferences of all of the strategic sites when compared to Hereford and the other market towns. This may reflect the smaller scale of development sites when compared elsewhere in the county.

Ledbury

- The most preferred strategic site for Ledbury was Area 1- Lawnside and Market Street Regeneration area, with nearly 50% of all the first preference choice.
- Land to the north of the railway station was the least preferred option with 40% of the total of the least favoured options.

Leominster

- Within the two options for Leominster, Option 1 was the clear favoured choice when compared to option 2. The first option includes the sustainable urban extension, and the smaller housing areas of 3,4 and 5. Option 2 includes the housing areas 1 to 5, and would have more development areas within the town centre.
- The most favoured strategic site in Leominster was for Area 5- Land at Broad Street Car Park, with nearly half of all of the first preference choice. However this site is potentially contaminated and this would need to be carefully investigated.
- The two least favoured sites in Leominster was Area 3- Land at Westfield Park, and Area 6- Marsh Street, which has nearly 80% of the total of all the least preferences. Marsh Street is located within Flood Zone 3, though benefits from the Leominster Flood Alleviation Scheme. Any proposals would need to satisfy the floor risk sequential and exception tests.

Ross-on-Wye

- The most preferred strategic site for Ross-on-Wye was Area 4- Brownfield Land, with 64% of all the first preference choice.
- The least preferred strategic site for Ross-on-Wye was Area 2- Land to the south west. This resulted in 57% of all of the least preferred choice.

- Overall the responses suggested a preference more towards town centre and the north for development in Ross, and less of a preference towards development towards the south and south west.

Interactive mapping comments

Respondents were also encouraged to note any other sites they felt were suitable on the interactive map along with comments regarding how this site could be used. 283 people commented on the interactive map and the map below shows an overview of the additionally suggested sites, the green/amber/red circles referencing the level of suitability. The most popular criteria selected was transport connections. The options included:

- Access to medical provision
- Access to schools/nurseries
- Availability of green space
- Leisure facilities near by
- Shops close by
- Transport connections
- A chance to add additional criteria

Summary of comments to the rural section of the Place Shaping consultation.

The second section of the questionnaire was a set of questions on rural areas. Please reference the [Local Plan Place Shaping Options Rural Areas Paper June 2022](#) for settlement lists referenced in the summary results below.

Distribution of settlements

- Respondents were asked how housing should be distributed to the settlements within the county. 59% of respondents preferred option 1a – The most sustainable across the whole county rather than Option 1b – The most sustainable across each Housing Market Area.

Settlements in Areas of Outstanding Natural Beauty and Conservation Areas

- 40% of respondents did not think that settlements within Option 2a should be removed from the settlement hierarchy and 39% thought that they should be removed.
- 28% thought there should not be reduced growth target for these settlements, allowing for some scale growth (Option 2b) and 53% thought there should be.

Affordable housing, self-build and custom built Housing

- 30% did not think there should be a second tier of settlements, with new development limited to specific circumstances e.g for affordable housing, self-build or custom built housing and 53% thought there should be.
- 15% felt a policy should not be included within the Local Plan to support Neighbourhood Development Plans allocating sites for affordable housing, self-build, custom build and community led housing where robust evidence can be provided and 74% felt that there should be one.

Proportional growth – housing number distribution

- 79% of respondents thought that proportional growth (option 1) was the most suitable way to distribute rural growth to settlements and 21% thought that enhanced growth (option2) would be best.

Rural Employment

- 40% didn't think that any new larger scale employment provision should be directed towards those settlements named within the option1 or 2 and 32% thought that there should be.
- When asked 'Are there instances where large scale employment will be situated within the 'open countryside'', the majority of respondents said no (62%)

Rural Transport Options

- 44% said that they knew of a long distance route which could be safeguarded in the Local plan. 46% did not know and 10% said no.

Comments received outside of CommonPlace

Over 130 respondents submitted comments via email and did not utilise the Commonplace platform. All of the submitted representations were acknowledged and have been read and key themes and comments have been drawn from them. Full summary can be seen in appendix 2.

Hereford

- Areas 3 and 8 preferred
- Area 1 acceptable however suggested that its boundary be extended southwards as far as Roman Road to allow for good linkages along this road connecting to existing Roman Road SUE directly to East.
- Dev at Area 2 considered appropriate however housing numbers should be reduced from that shown in adopted CS this should be extended. Should include land to its South-East. Should be extended to include 'Land North of Kings Acre Road' and 'West of Huntingdon Lane' to South-East of its boundary.

- Dev at Area 5 not supported as would require relocation of several businesses to city periphery.
- Dev at Area 6 not supported

General comments:

- Oppose Area 8.
- Land to the East of city favoured as it makes significant contribution to housing need, enhance landscape/ecology, will provide renewable energy, space for range of community facilities, and well placed to connect to key employment areas.
- Should be greater housing growth in Hereford than currently proposed, too many constraints in market towns so should have less.
- Priority should be to find alternative to bypass to unlock development in existing CS.
- Land North of Lower Hill Farm (within Area 3) being promoted by CCE - has capacity to deliver 960 homes.
- Land North of Redhill Collages, Ross Road falls within Area 8 (circa 95 homes). Would form natural extension to south of Hereford.
- Needs to be more info in PS document about impact of large sites on historic env. Needs more detail on how council are pursuing positive strategy on this topic. Look at HE's advice in Urban Panel Report (2017).
- Need to focus on delivering smaller sites across city due to road traffic restrictions.

Bromyard

- North and West of Bromyard (Option 1) favoured by 2 consultees. South of Bromyard (Option 2 favoured by one consultee
- Supports housing development in Housing Area 1.
- Problems with delivery of HA3.
- Mixed Use Area 4 - possible option but very steeply sloping and long way from primary school.
- Overall preference for Hardwick Bank.
- Serious access issues at HA5.
- HA6 - no intention of landowner to develop site.
- Supports dev at Land of Pencombe Lane (HA2).
- Option 3 could see housing area 1 progressed as per the existing planning application of up to 500 dwellings with the remaining requirement brought forward in housing area 3 and the mixed-use area 4. Better distribution of housing around town and larger supply of employment land. Mixed use allocation adjoining housing area 3 would provide for far greater pedestrian connectivity to the future commercial areas. Would help support the overall vision of the Bromyard Investment Plan as well as providing the degree of flexibility in employment land required by the Bromyard Employment Study.

General comments:

- Concerned that options presented both include Flaggoners Green which has been rejected at committee and public enquiry as unable to provide safe pedestrian and cycle access, as well as other major problems. Mentioned again by someone else.
- Very little info relating to impacts on historic env in PS doc.

- Supportive of greenway proposals.
- No mention of opp to expand St Peter's Primary School as part of Option 1.
- West of Bromyard should be mentioned as good option for SUE.

Ross-on-Wye

- DoC has available land at Bridstow on junction of 49 and A40. Location plan provided in Appendix 1 (Duchy of Cornwall email).
- The impact that new large employment sites in Ross will need to be managed – public transport links will need to be improved to/from Gloucestershire through traffic management and infrastructure delivery.
- Active travel key for reducing reliance on cars despite rural nature of county – active travel links should therefore be strengthened particularly between Ledbury and Gloucestershire and Ross and Gloucestershire. Recouring the 'quiet lane' network will need to be safeguarded through the development plan.

Ledbury

General comments:

- Improve links between train station and rest of town/new devs as good links to major cities.
- Can support significant housing delivery due to lack of physical and policy constraints compared to other towns.
- Supports Land to South-West.
- Large-scale development to the south offered by Option 3 could provide opportunity for strategic highway improvements.

Rural areas

General comments:

- Many concerns expressed over settlement hierarchy scoring system ie. Lots of inaccurate information used to create scoring system. A number of people give several examples.
- Growth in rural communities must try to protect existing key services and upgrade these.
- Supports policy to support CLTs.
- Option 2 contrary to NPPF as would lead to an unbalanced and unsustainable rural Herefordshire (provides a number of reasons).
- Papers should take into account new third AONB promoted by HC.
- Effective and affordable bus service in rural areas key to modal shift.
- 'Enhanced' and 'Proportionate' growth options does not respond to local needs, DoC proposes a 2-tier alternative approach.

Place Shaping Consultation Questions

Hereford and Market Towns

1. Hereford

1.1. Rank the strategic areas in order of preference – number from 1-8

- Area 1 – Land to the north
- Area 2 – Land to the north west (mixed use)
- Area 3 – Land to the west
- Area 4 - City centre
- Area 5 – Potential land west of city centre
- Area 6 – Land to the east (missed use)
- Area 7 – Land to the south (mixed use)
- Area 8 - Land to the south west

1.2. Are there any other options or areas which have not been included that should be considered?

- Yes
- No
- Not sure

1.3. If so, where?

1.4. What makes this area suitable for development?

1.5. What type of development is it suitable for?

- Housing
- Employment
- Mixed

2. Bromyard

2.1. Which option do you prefer?

- North and west of Bromyard (Option 1)
- South of Bromyard (Option 2)

2.2. Rank the smaller areas in order of preference – Number from 1-4

- Land at Flaggoners Green (area 2)
- Land off Ashfield Way – residential (area 3)
- Land off Ashfield Way – mixed use (area 4)
- Highway Depot (area 5)

2.3. Are there any other options or areas which have not been included that should be considered?

- Yes
- No
- Not sure

2.4. If so, where?

2.5. What makes this area suitable for development?

2.6. What type of development is it suitable for?

- Housing
- Employment
- Mixed

3. Kington

3.1. Rank the Options in order of preference – Number from 1-3

- Single larger site (Option 1)
- Distribution to a number of smaller sites (Option 2)
- All areas identified (Option 3)

3.2. Rank the smaller areas in order of preference – Number from 1-5

- Land to the rear of houses at Mill Street (area1)
- Land south of Elizabeth Road (area 2)
- Land south of Newburn Lane west of Kingswood road (area 3)
- Land north of the Medical Centre (area 4)
- Land at Livestock Market (area 5).

3.3. Are there any other options or areas which have not been included that should be considered?

- Yes
- No
- Not sure

3.4. If so, where?

3.5. What makes this area suitable for development?

3.6. What type of development is it suitable for?

- Housing
- Employment
- Mixed

4. Ledbury

4.1. Rank the Options in order of preference – Number from 1-3

- Land to the south east including small sites (Option 1)
- Land to the south west including small sites (Option 2)
- Land to the south east and south west (Option 3)

4.2. Rank the smaller areas in order of preference

- Lawnside and Market Street regeneration area (area1)
- Land opposite the new cricket ground (area 2)
- Land to the north of the Railway Station (area 3)
- Ledbury Town football ground (area 4)
- Police Station, Worcester road (Area 5)
- Land at Lower Road Trading Estate (Area 6)

4.3. Are there any other options or areas which have not been included that should be considered?

- Yes
- No
- Not sure

4.4. If so, where?

4.5. What makes this area suitable for development?

4.6. What type of development is it suitable for?

- Housing
- Employment
- Mixed

5. Leominster

5.1. Which option do you prefer?

- Sustainable Urban Extension with smaller sites (Option 1)
- Land south of Leominster, north of Ginhall Lane and small scale sites (Option 2)

5.2. Rank the smaller areas in order of preference – Number from 1-4

- Land at Westfield Walk (area 3)
- Land north of the Rugg / Radnor View (area 4)
- Land at Broad Street Car Park and the Fire Station (area 5)
- Marsh Street/ Dales (area 6)

5.3. Are there any other options or areas which have not been included that should be considered?

- Yes
- No
- Not sure

5.4. If so, where?

5.5. What makes this area suitable for development?

5.6. What type of development is it suitable for?

- Housing
- Employment
- Mixed

6. Ross-on-Wye

6.1. Rank the strategic areas in order of preference – Number from 1-5

- Area 1 – Land to the north
- Area 2 – Land to the east
- Area 3 – Land to the south
- Area 4 - Brownfield land
- Area 5 – Land to the south west

6.2. Are there any other options or areas which have not been included that should be considered?

- Yes
- No
- Not sure

6.3. If so, where?

6.4. What makes this area suitable for development?

6.5. What type of development is it suitable for?

- Housing
- Employment
- Mixed

Rural Areas

7. Distribution of settlements

7.1. How should housing be distributed to the settlements within the county?

- The most sustainable across the whole county (Option 1a)
- The most sustainable within each Housing Market Area (Option 1b)

7.2. Are there any settlements on list 1a or 1b which you consider should not be included?

- Yes
- No
- Not sure

7.3. If so, please tell us why?

7.4. Are there any settlements missing for list 1a or 1b which you consider should be included?

- Yes
- No
- Not sure

7.5. If so, please tell us why?

8. Settlements in Areas of Outstanding Natural Beauty and Conservation Areas

8.1. Should settlements within the above areas be removed for the settlement hierarchy (Option 2a)?

- Yes

- No
- Not sure

8.2. Should there be reduced growth target for these settlements, allowing for some scale growth (Option 2b)?

- Yes
- No
- Not sure

9. Affordable housing, self-build and custom built Housing

9.1. Should there be a second tier of settlements, with new development limited to specific circumstances e.g for affordable housing, self-build or custom built housing?

- Yes
- No
- Not sure

9.2. Should a policy be included within the Local Plan to support Neighbourhood Development Plans allocating sites for affordable housing, self-build, custom build and community led housing where robust evidence can be provided.

- Yes
- No
- Not sure

10. Proportional growth – housing number distribution

10.1. Should the overall rural growth be distributed to settlements by:

- Proportional growth (option 1)
- Enhanced growth (option 2)

11. Rural Employment

11.1. Outside of any existing employment sites, should new larger scale employment provision be directed towards those settlements named within the options above?

- Yes
- No
- Not sure

11.2. Are there instances where large scale employment will be situated within the 'open countryside'?

- Yes
- No
- Not sure

11.3. If yes, please explain what those instances would be

12. Rural Transport Options

12.1. Are there any known long distance routes which could be safeguarded within the Local Plan?

- **Yes**
- **No**
- **Not sure**

12.2. If yes, please give details