Herefordshire Council

WELCOME

Welcome to this public exhibition showing Herefordshire Council's emerging masterplan for the city of Hereford.

- Hereford is a vibrant, attractive city, with a rich history and thriving local economy. But there are challenges we need to address for the city to continue to thrive in the future.
- The Council is developing a detailed masterplan for Hereford that celebrates the city's character and provides a blueprint for making it an even better place to live, work in and visit in the future.
- The masterplan will also explore how best to facilitate movement and connection between Hereford and the villages, market towns and counties nearby.

By providing a coherent vision aligned with national policy, this masterplan will ensure future improvements to the city and county are coordinated and provide a compelling case to gain the funding needed to achieve them.

1. We want to hear what you think.
2. We will listen to your feedback as we develop our plans.





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ABOUT THE AREA

Herefordshire is a predominately rural county, and the least densely populated of the West Midlands' 30 local authority areas.

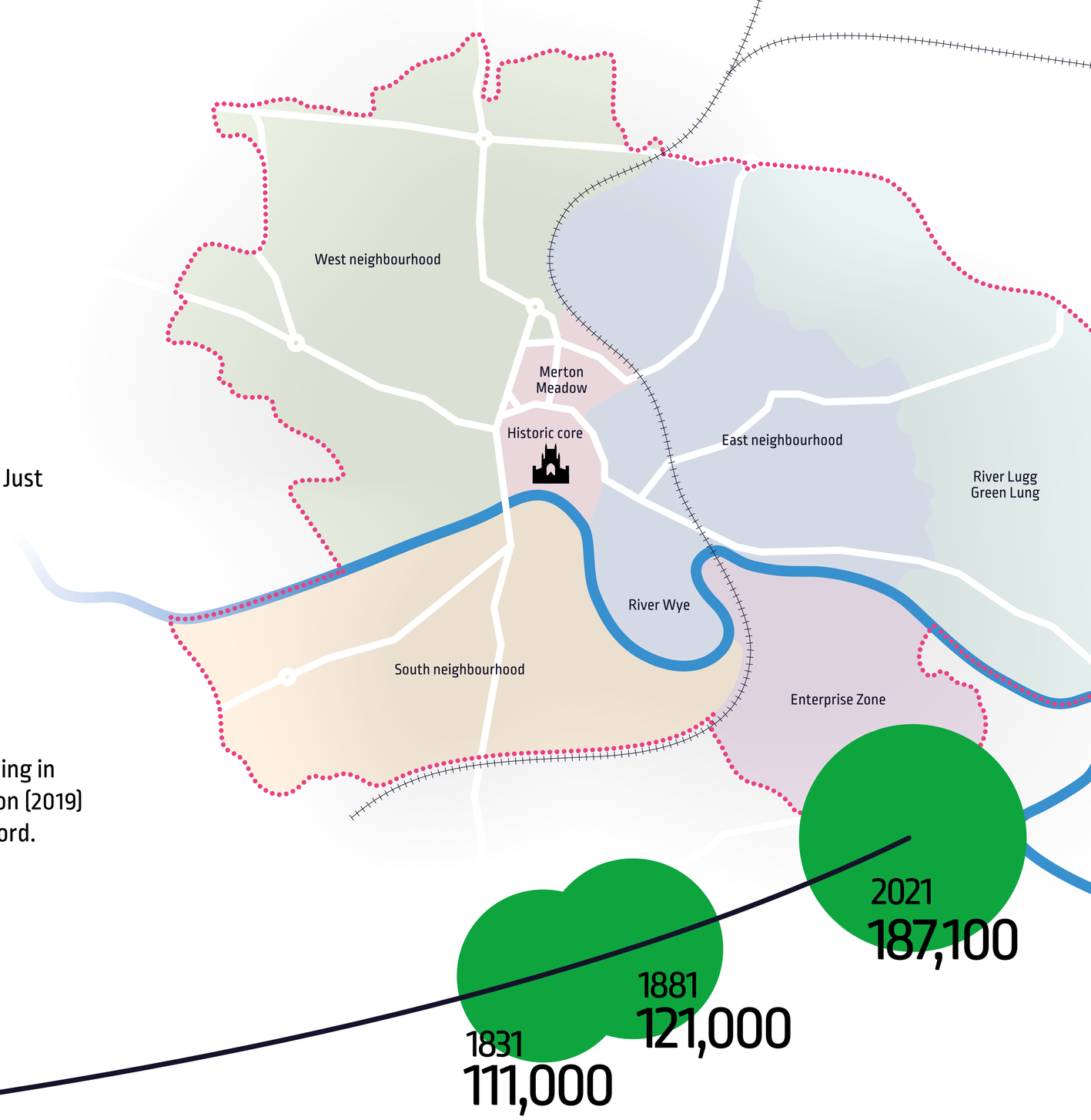
As of 2021, the population of Herefordshire was estimated to be 187,100. Just under one-third of the county's population live in the city of Hereford.

The average age of the population of Herefordshire is increasing with approximately a quarter of the total population aged 65 and over.

The city of Hereford has a younger profile than other parts of the county, with higher proportions of young adults and children.

Approximately 10% of Herefordshire's population (18,500 people) are living in households categorised as deprived. The UK Index of Multiple Deprivation (2019) shows most of the county's most deprived areas are in the city of Hereford.

In the city, the most deprived areas are found in the south, while the least deprived areas are located north of the River Wye.



Herefordshire population growth

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HEREFORD IN HISTORY



1964

Gloucester to Hereford rail line closed following Beeching Report



1940

RAF Credenhill commissioned



1645

Siege of Hereford during the Civil War. Royalist forces successfully defend the city against Parliamentarians



Late 11th century

Five new parishes created in Hereford, each with its own church: St Nicholas, St Peter, St Owen, All Saints and St Martin



1070

Hereford market moves from Broad Street to the junction of Eign Gate, St Owen Street and Commercial Street



1055

Harold Godwinson (later King Harold II) strengthens Hereford's defences following Welsh invasion



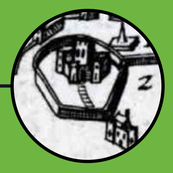
c.800

First defences built to keep out Welsh invaders



c.676

Hereford Cathedral founded (probable date)



c.1067

Hereford castle built by the first Earl of Hereford



c.900

Defences upgraded and extended along what is now East Street



c.750

Hereford comprises small grid of streets to the north and west of the cathedral and a monastery to the east



2014

Old Market retail and leisure development opens



1965-1968

Inner ring road constructed, linking a new bridge over the Wye



1887

H.P. Bulmer cider makers founded in Hereford



Mid 19th century

Hereford finally connected by canal (1845) and rail (1853). These connections lead to more industrial development and the city's outward expansion



18th century

Redundant castle demolished. Narrow city gates removed to improve city access



c.1300

Mappa Mundi made in or near Hereford



c.1189

City defences extended to protect High Town market and surrounding areas and to the south of the Wye

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CURRENT CHALLENGES

Hereford can be difficult to get into and around, whether on foot, by bike, by car, bus or train.

- The city needs **better planned and integrated public transport** to create real movement choice, **a more resilient road network** for those who genuinely need to use their cars, and improved safety for all road users.
- Hereford needs **more homes** to ensure that future generations of people can continue to live here.
- **Reducing carbon emissions** and improving biodiversity are key priorities. The city needs to adapt if Hereford is to play its part in dealing with the current climate and biodiversity emergency.
- Hereford needs to **prepare for an already changing climate.** This will require nature-based solutions, such as making better use of the green spaces and network of waterways in and around the city to address impacts including flood risk.





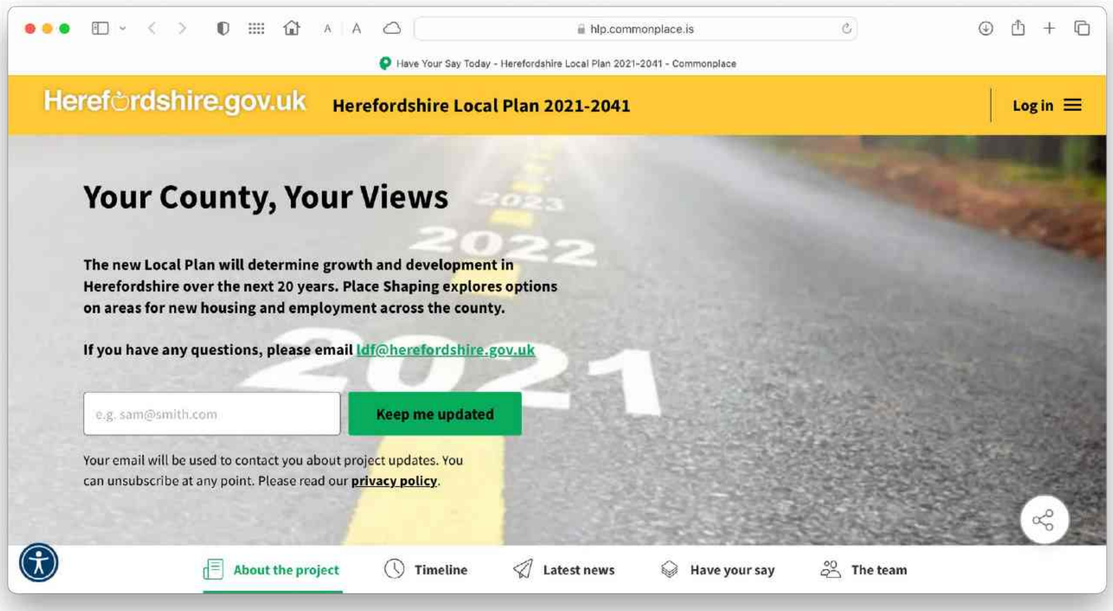
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WHY A MASTERPLAN?

With the Local Plan currently out for consultation, an Economic Plan in development and a new Local Transport plan to come, Herefordshire Council is developing a more detailed masterplan for Hereford.

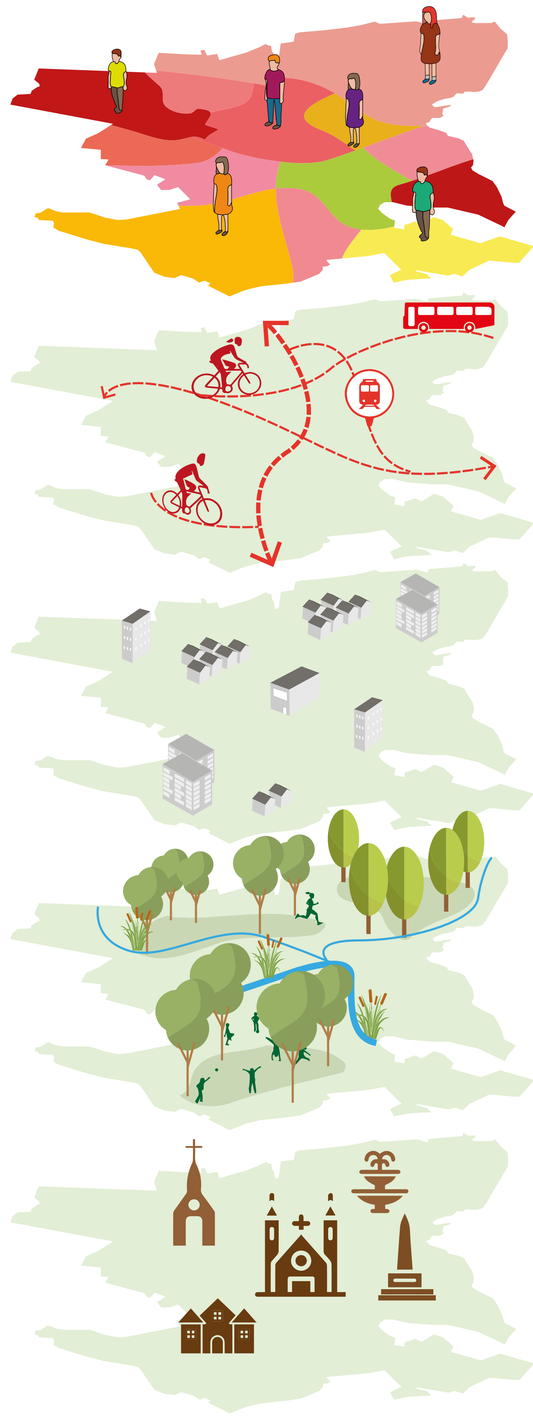
This will enhance the character of the city and provide a blueprint for connecting it internally and to the counties, market towns and villages nearby, making Herefordshire an even better place to live and work in the future.

By creating a coherent vision that links the statutory plans, the masterplan will support the case for future investment and ensure future delivery is consistent and well-coordinated.



Herefordshire Council is currently consulting on its Local Plan

Key themes the masterplan will cover:



People and culture

Movement

Economy and opportunities

Landscape and wildlife

Places and spaces

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OUR VISION

We want to make Hereford an even better city – a greener, healthier, and safer place to live for all.

We want to ensure the city is easier to get to and around and better connected with nearby villages, towns and counties, whether you're travelling on foot, by bike, by car, bus, or train. Creating better choice in how we move should reduce short-trip car journeys, reducing congestion and improving air quality.

As the city is transformed for the future, we want to:

1. make our streets more people-friendly, improving infrastructure for walking, wheeling and cycling
2. enhance the historic centre
3. maximise green space
4. explore the potential for new affordable, high-quality city centre homes
5. reduce carbon emissions
6. adapt the city for a changing climate

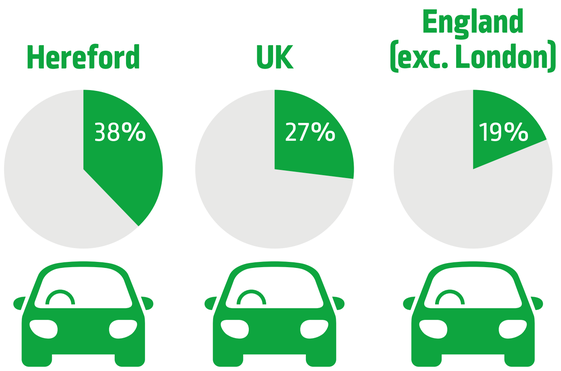


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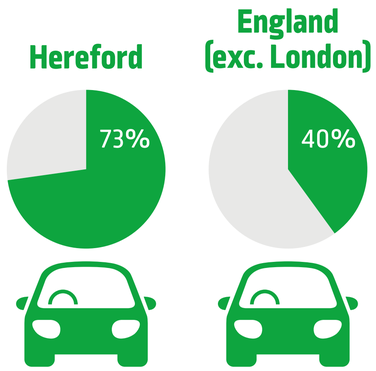
HOW DO WE USE OUR STREETS?

Current challenges on the highway network in and around Hereford include:

1 The high number of short car trips within the city*



Trips by car that are 2km or less



Trips by car that are 5km or less



2km could be walked in 25 minutes, if we put in place infrastructure to enable more walking and wheeling



5km could be cycled in 20 minutes, if we put in place infrastructure to enable more people to choose cycling

*2011 Census data

2 Traffic congestion at peak times morning and evening

Journeys in and around Hereford can be slow and unreliable in 'rush hour' periods.

Forecasts (pre-Covid-19) predict a further increase in peak-hour car and van trips of up to 10% between 2016 and 2026. Travel time for motor vehicles is forecast to increase by up to 14% due to a combination of factors which encourage us to drive more unless we take action to reduce this.

3 The contribution of road transport to carbon emissions

Road and rail transport currently contributes 35% of Herefordshire's CO2 emissions. In Hereford, low carbon ways of getting about (walking and cycling) are currently estimated to represent less than 30% of all travel.

Increasing viable choice in how we move into and about the city plays an important role in reducing environmental impact.

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GETTING INTO AND AROUND THE CITY

Our vision for Hereford's transport in the future includes:

Streets, roads and neighbourhoods that feel safe and inviting for our residents, their families, and visitors to walk, wheel and cycle more.

- We will look at changes to our city's roads and infrastructure to make this happen.

A diverse bus service which serves the wide-ranging needs of the people in our city and our towns and villages.

- We will look at changes to create city-wide bus services and services which reach our more rural areas to connect people to where they want to go.

A rail station and public transport interchange that:

- Better connects rail services together with local buses
- Improves walking connections to our city centre
- Creates a strong sense of place when arriving in Hereford by train.

Improving local access to the rail network.

- Assessing whether new stations or light rail are possible if the evolution of the city provides high enough levels of use.

5, 10 & 15 minute walking catchment

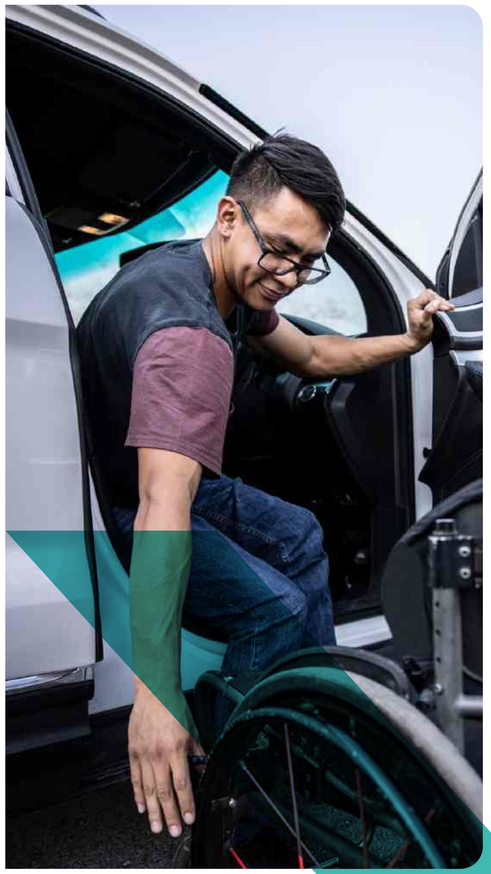


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CYCLING, WHEELING AND WALKING IN HEREFORD







We know from listening to you that many of those who live, work in, or visit Hereford would like to walk or cycle more but are put off by the current state of our roads.

- The amount of car traffic means many of us do not currently feel safe or comfortable cycling on the street we live on, in our neighbourhoods and on main roads.
- We want to put infrastructure in place to make our streets more people friendly. Hereford is a small, compact city that is very suited for getting around by walking, cycling, or wheeling, quickly, cheaply and healthily.



Chris Boardman, National Active Travel Commissioner:

"For cycling and walking to become the natural choice for shorter journeys, people must feel safe and the options must be easy."

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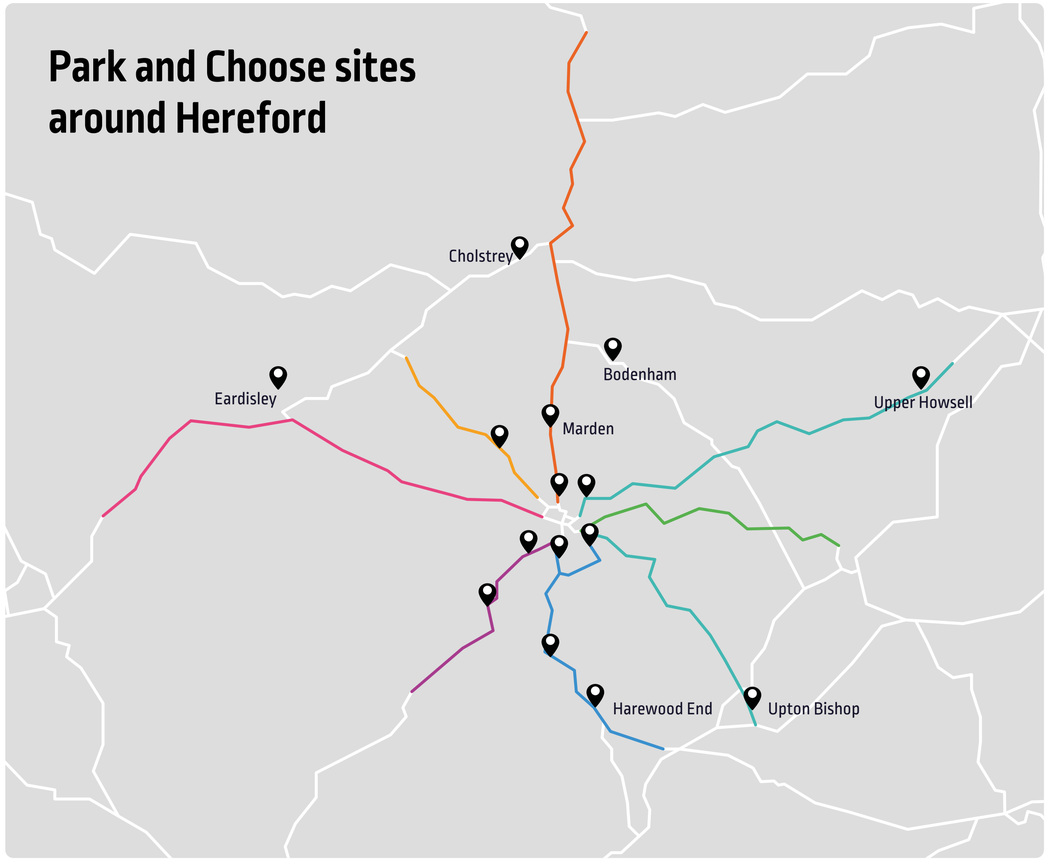
MAKING THE BEST USE OF AVAILABLE SPACE

There are currently more car parking spaces available in Hereford than demand requires. Providing more and better options for how people choose to move to, from and around the city may further reduce demand in the future.

The Council is therefore looking at the potential for future re-purposing of some of the car parks it owns in Hereford to provide lively, high quality public spaces and sensitively designed new homes for the city. Many of these are in prominent city centre locations and have the potential to support other land uses which could enhance the vibrancy and activity in the city centre.

Analysis is underway to identify potential opportunities for redevelopment of some car park sites in the future. This analysis will recognise that the closure of any existing car park may increase usage elsewhere.

Car parks will continue to be required in a variety of different locations to cater for people arriving in Hereford from different directions. The Council will continue to provide sufficient parking to ensure the city centre remains accessible and convenient to those who visit by car, alongside all other modes of transport.



- Herefordshire Council already recognises the benefits of giving people who are visiting Hereford by car a choice in where they park.
- The Council has installed a series of park and choose facilities on the outskirts of the city to provide this choice.
- This is one way which Herefordshire Council is already helping to reduce car trips coming into the city.
- We are looking at ways of improving these and incentivising more people to use these sites.

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NEW HOMES AND GREEN SPACES

1 If some existing car park sites were made available for other uses in the future, potential options for redevelopment could include:

- High-quality city centre homes that are affordable to local people of different ages
- Accommodation for students of the newly created NMITE and existing College of Art
- New green and open spaces for those who live, work in, and visit Hereford
- Hotel or other visitor accommodation
- Community and health facilities
- Commercial workspaces

Design principles for new residential development

2 The masterplan will set out key principles to guide the development of new homes in Hereford:

- High quality design
- Respectful of surrounding architecture
- Fitting local height and scale
- Mix of tenures – sale, shared ownership, social rent
- Strong environmental and biodiversity credentials
- Supported by school, health, and community facilities

These pictures show some illustrative examples of the kinds of new home designs we could explore:



Linden Homes
Greyfriars Quarter, Gloucestershire



Maccreanor Lavington
Accordia, Cambridge



Mikhail Riches
Bridgewater Triangle



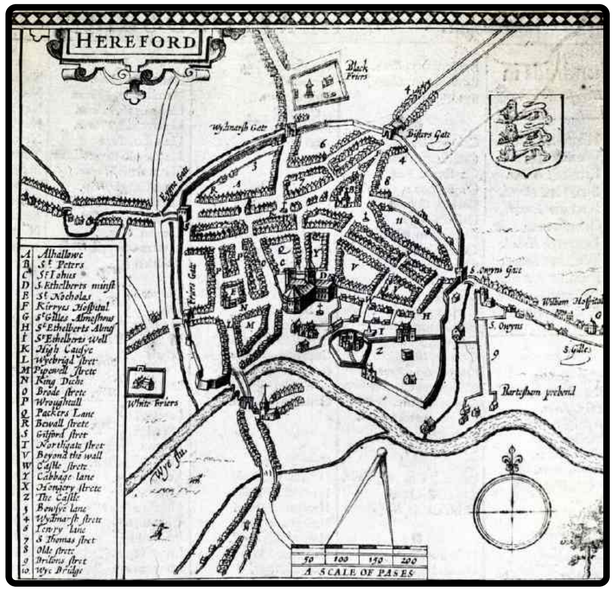
Bath Street, Hereford

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CELEBRATING HEREFORD'S PAST

Specific themes we will explore include:

- Improving the public realm and connecting the city's heritage assets
- Revealing the city's defences and archaeology
- Repairing, restoring and re-using historic buildings
- Addressing gap sites in the townscape
- Celebrating Hereford as a place



Hereford has been an important settlement since Saxon times. The layout of Hereford is still remarkably similar to how John Speed drew it in this map from 1610

It will be important to protect, enhance and in some cases, reveal Hereford's heritage and the distinctive character of the city through the masterplan:





Much of the city's heritage is well-preserved, as this parish boundary marker and richly panelled door show





King Street and Church Street are examples of the characterful, organic medieval network of streets and alleyways



The skyline continues to be dominated by the Cathedral. Parts of the Cathedral building are almost 1,000 years old



The city walls are still evident in many parts of the city

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HEREFORD AS A PLACE

Hereford benefits from a wealth and diversity of existing, interesting public spaces.

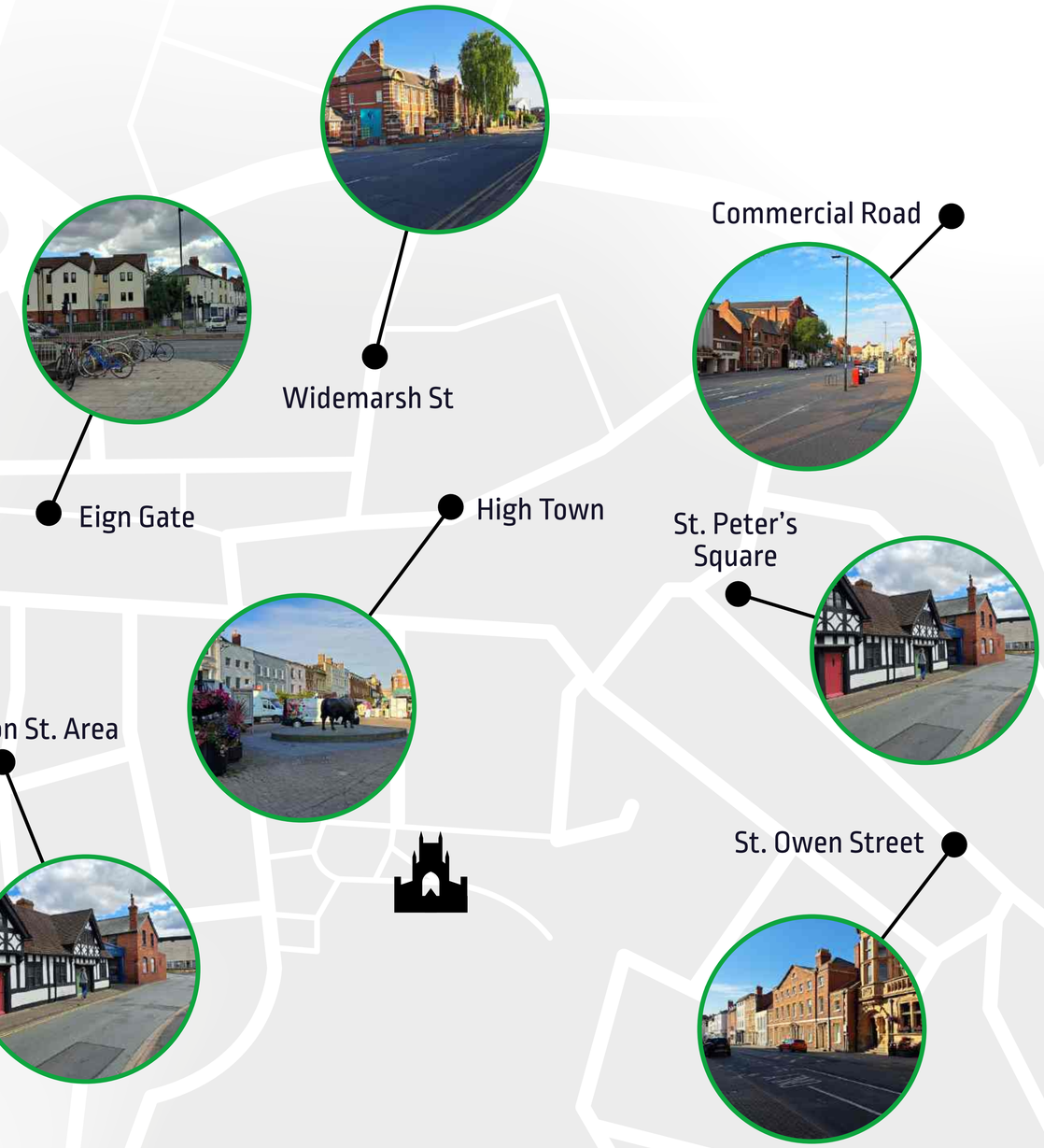
- Highlights include the spaces associated with the Cathedral and the River Wye. Both have played major roles in the evolution of the city and provide a powerful sense of identity to Hereford.
- The historic buildings and pattern of streets, lanes, passageways and spaces in the city centre provide a characterful network of pedestrian routes and spaces. However, parts of the city could be better used and presented. Opportunities include:

City centre

- Some areas of the historic core are dominated by traffic and could be improved to create safer, healthier and more attractive and welcoming spaces for pedestrians and cyclists.
- There are opportunities for coordinated use of high-quality materials

High Town and St Peter's Square

- These are great locations in the city centre that could be enhanced to provide more attractive environments, with spaces better planned to support vibrant street life and activities.

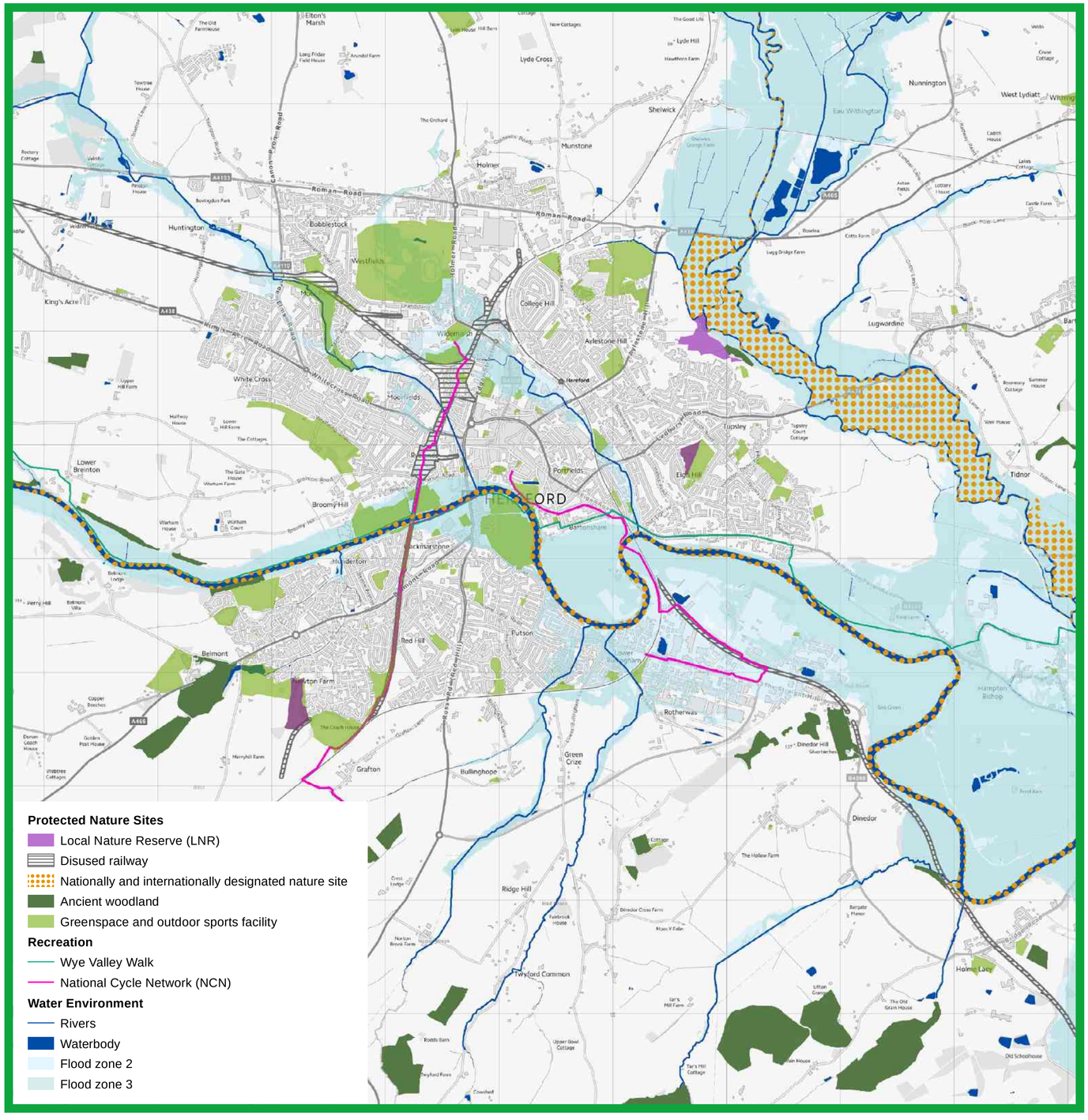


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A GREENER CITY

Our vision for the environment and biodiversity in and around Hereford includes to:

- Explore potential to bring historic transport corridors back into use to provide new walking and cycling routes or wildlife habitats. These include the former Hereford to Abergavenny Railway and former Hereford, Hay and Brecon Railway, as well as the route of the former Herefordshire to Gloucestershire Canal.
- Rediscover lost sections of Hereford's rivers and brooks, moving them above ground to create pocket parks, wildlife corridors and active travel links.
- Enhance the Lugg Corridor to create an accessible green space for sensitive access to and exploration of nature that serves the whole of Hereford, alongside enhancing undisturbed areas for wildlife.
- Increase urban, woodland and orchard tree planting to raise tree cover across Hereford from 15% to 25%.
- Deliver nature-based solutions to flooding across the Wye, Lugg, and Hereford's brooks.



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PROJECT TIMELINE

The Council and its project team of Council officers and consultants are working to the following timeline:

AUTUMN 2022

Early engagement commences

WINTER 2022/23

Feedback from engagement; masterplan development

SPRING 2023

Draft masterplan published

SUMMER 2023

Formal consultation around draft masterplan

The masterplan is a long-term vision of how Hereford will evolve over the next 10-20 years. It is being put in place so that steps can be taken to achieve the changes it describes.

It will not be delivered by the Council alone and will require collaboration with partners and stakeholders across the city.

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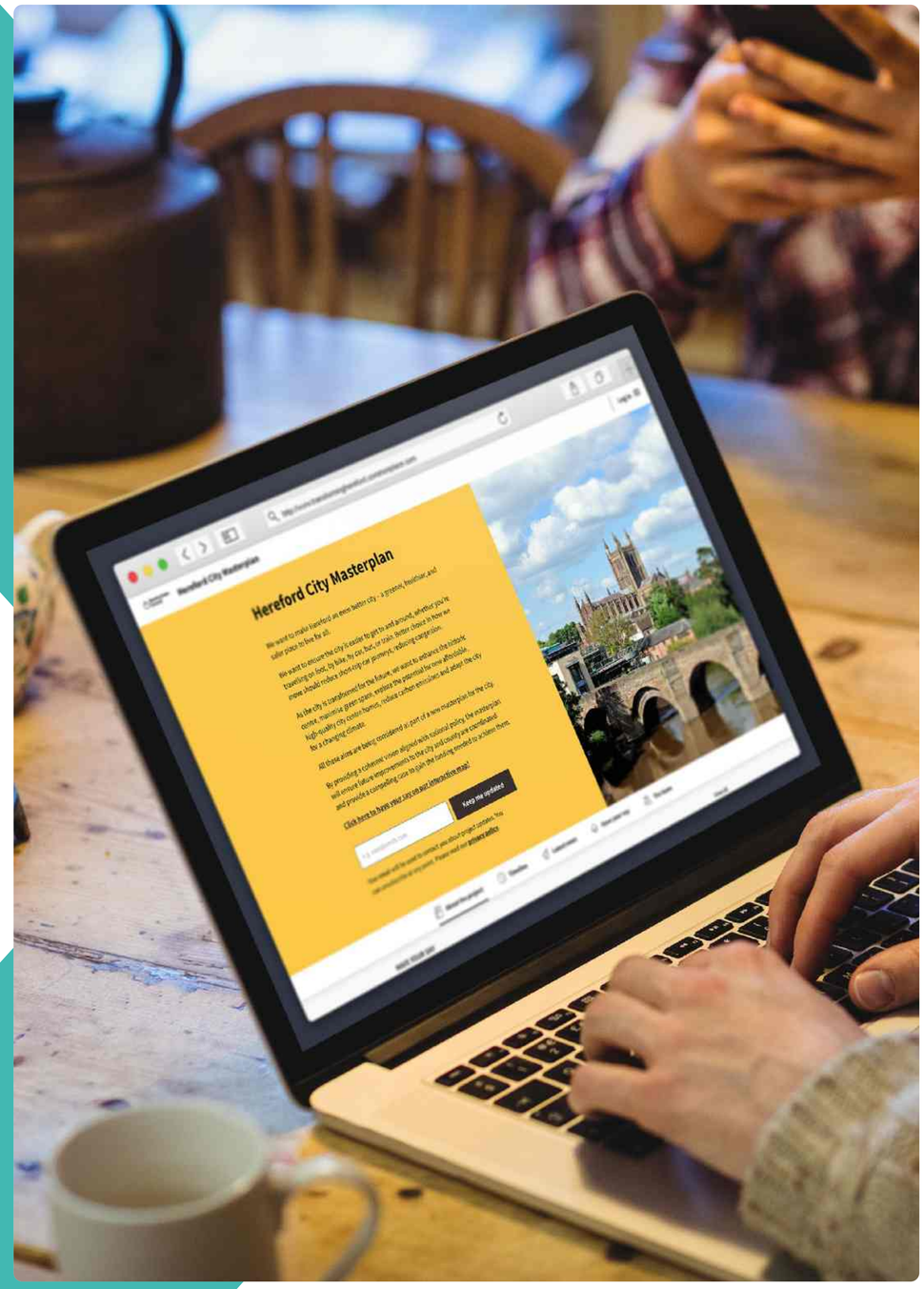
HAVE YOUR SAY

Thank you for viewing this introduction to the emerging masterplan for the city of Hereford.

We would like to know what you think of our ideas. Please visit our online engagement website at **herefordshire.gov.uk/consultations** and follow the links to have your say.

A **Frequently Asked Questions** document is available there in case you have questions.

Alternatively please write your feedback on a comments card and post it into the comments box provided.



Project team

Alongside Council officers from the economy and environment directorate the project team comprises:

westco
Engagement and communications

LUC
Strategic masterplan overview and placemaking

ELEMENT URBANISM
Public realm

SQW
Economic development

PJA
Transport consultants