



2007 MASTERPLAN CONSULTATION

SUMMARY OF FINDINGS **JUNE 2008**

ESG Herefordshire Ltd

1	<p>Introduction</p>
1	<p>This report summarises the comments received in response to the Masterplan Consultation Draft document published in July 2007, and sets out ESG's response to the issues raised.</p>
2	<p>The Masterplan consultation process has been extensive. It has engaged not only with a wide range of stakeholders and statutory bodies, local interest groups, residents and businesses, but has also been conducted as far afield as the market towns of Leominster, Ledbury, Bromyard, Ross-on-Wye and Kington through a series of exhibitions and events (described in section 2).</p>
3	<p>Many diverse comments have been received through the consultation and these have stimulated many changes to the Masterplan. In some cases comments made have touched on relatively detailed issues. These will often be best addressed through the delivery of proposals which will flow from the Masterplan, rather than through the document itself. Hence, whilst they may not result in actual changes to the Masterplan, they are most helpful in informing the delivery strategy that will be developed separately.</p>
4	<p>ESG would like to express appreciation to the many organizations, businesses and individuals who have contributed to the consultation. The finalized Masterplan reflects the many contributions received and provides a sound basis for taking forward the long term development of the ESG area.</p>
5	<p>Finally, it is worth recording that the consultation exercise is part of a wider philosophy of continuing dialogue between the ESG team and the local community whereby ideas now set out in the Masterplan have been developed. To give a flavour of such contacts, key events have been:</p> <ul style="list-style-type: none"> • An ESG initiative to invite Year 9 school groups in the County to take part in a competition to design their own retail quarter • Discussions with the Hereford Regeneration Group from 2006 as to the wider context for ESG proposals within the development of Hereford as a whole • Arising from this event, Birmingham School of Architecture Diploma in Architecture students undertook an urban design project in 2006/7 to formulate different masterplans for the ESG area • Similarly, as a result of discussions at the Hereford Regeneration Group event, Board members and Herefordshire Council members and senior officers undertook a visit to Birmingham to view regeneration projects in 2006. • Continuing discussions with Hereford Civic Society including public discussions to debate ESG and other proposals • In Spring 2007 the CABE Urban Panel undertook a two day tour of the City,

	<p>focusing on the ESG proposals. The Panel's report offered a valuable commentary and positive assessment of the development of the Masterplan at that time.</p> <ul style="list-style-type: none"> • A best practice workshop hosted by MADE (Midlands Architecture and the Designed Environment) to disseminate developing ESG experience. • Continuing presentations to schools and the Youth Council, with a student conference held in June 2008. • Stakeholder groups and continuing contacts with a wide range of representative bodies including the Hereford City Partnership, Chamber of Commerce and the Federation of Small Businesses, as well as many individual members of the retail and business community and interested members of the public.
<p>2</p> <p>1</p> <p>2</p> <p>3</p> <p>4</p> <p>5</p> <p>6</p>	<p>Masterplan consultation</p> <p>The draft Masterplan was launched on 3 July 2007 when a large scale model of the proposals was unveiled to the general public, local media and Hereford's business community at The Courtyard, Herefordshire's Centre for the Arts.</p> <p>The day's presentation of the Masterplan covered topics on travel and transport, infrastructure risk management, dealing with business relocation, the urban village and a view from the business community. Each topic had a question and answer session so that questions raised by the audience could be responded to by the various consultants present.</p> <p>A comprehensive list of consultees, prepared in conjunction with Herefordshire Council, had all been written to, either enclosing a copy of the Masterplan consultation draft or providing directions to the ESG website where a copy could be viewed and downloaded. A full listing of the consultees can be found at Appendix A. During the course of the consultation period, ESG team members held many meetings with both organisations and stakeholders, and these are listed at Appendix B.</p> <p>Members of the ESG team also held meetings not only with local retailers/businesses, but also with many local residents on an individual basis to explain how the Masterplan may affect them.</p> <p>The Masterplan model went on display in Penn House, Broad Street, Hereford for the week commencing Tuesday 24 July 2007 to, and including, Saturday 28 July 2007. Media coverage advertising the event was publicised in the Hereford Times and Hereford Journal. By the end of the week, approximately 1000 people had viewed the model.</p> <p>During the course of that week ESG invited everyone who came through the door to complete a questionnaire. The results of this questionnaire are summarised later in</p>

	this report.
7	<p>ESG held 5 preview evening events at their offices in Blackfriars Street on each Wednesday running from 1 August 2007 to 29 August 2007. To ensure that coverage was evenly spread, ESG divided these events into:</p> <p>1 August 2007 – Residents living within the ESG area 8 August 2007 – Residents/retailers living north but outside the boundary of the ESG area 15 August 2007 – Businesses within the ESG area (in conjunction with Chamber of Commerce Herefordshire and Worcestershire) 22 August 2007 – Businesses within the ESG area or in close proximity (in conjunction with the Chamber of Commerce Herefordshire and Worcestershire) 29 August 2007 – Residents/Retailers located south but outside the boundary of the ESG area, as well as giving anybody else not able to attend one of the earlier events, a further opportunity to view the model.</p>
8	For the events where ESG invited residents/retailers, ESG staff hand delivered an invitation to every household/shop. The Chamber of Commerce kindly sent out mailshots on ESG’s behalf for events where they were involved. ESG encouraged all those attending to complete the questionnaire.
9	At each evening event in August, a register of attendees was taken. On average, 20 people attended each event and spent between 30 minutes and 2 hours with the ESG team.
10	On 7 August 2007, ESG ran a preview evening event specifically for Herefordshire Council Officers, Hereford City Council Officers and MPs. (This event had been arranged for 23 July at the start of the display at Penn House but due to the flooding and adverse weather conditions at the time, the event was postponed). In total, 28 Councillors and Officers were present at the event.
11	ESG’s static poster displays were displayed in local Info Centres around Herefordshire’s market towns for a week at a time. The general public were also informed that a member of the ESG team would be present at a particular time to answer any questions. Throughout August 2007, ESG had a presence at the Info Centres in Leominster, Bromyard, Kington and Ledbury, finishing in the week commencing 3 September 2007 with Ross-on-Wye. Again, there was an open invitation to comment on the Masterplan at these events
12	A total of 164 questionnaires were completed. A summary of the responses is detailed later in this report.
13	ESG contacted Herefordshire Partnership in order that they could further publicise the Masterplan consultation to all their voluntary sector groups to encourage feedback from as many sectors as possible.

<p>14</p> <p>15</p>	<p>The model was placed on display at the Kindle Centre (South Wye Regeneration Partnership) on 28 September, to allow residents south of the river to call in and view the model. The Masterplan questionnaire was also made available for completion. To publicize the event ESG placed a press release in the Hereford Journal as well as delivering approximately 200 leaflets to local residents in close proximity to the Kindle Centre. During the course of the day approximately 20 people viewed the model.</p> <p>Finally, the model was on display at Herefordshire Council's offices in Plough Lane on 25 October 2007. Staff from a number of departments were invited to view the model and to take part in a question and answer session with members of the ESG team.</p>
<p>3</p> <p>1</p>	<p>Media coverage</p> <p>During the consultation process (3 July-30 September 2007), which was extended to the end of December 2007, the media has featured the Masterplan launch and consultation in the following ways:</p> <p>18 June 2007 Bulls News Announcing Ronnie Radford's famous goal being incorporated within the Masterplan model.</p> <p>3 July 2007 Birmingham Post "Hereford unveils £900M blueprint for city centre".</p> <p>4 July 2007 Hereford Journal 4 sided pull-out showing the Masterplan and events planned.</p> <p>4 July 2007 Hereford Journal "Edgar Street Grid plan goes on Show".</p> <p>5 July 2007 The Surveyor "£900M transformation for Hereford centre".</p> <p>5 July 2007 Hereford Times "City has chance to enter a brave new world".</p> <p>5 July 2007 Stourbridge News "Hereford – Vision to breathe new life into city".</p> <p>6 July 2007 Property Week "Shortlist for Hereford retail".</p> <p>18 July 2007 Hereford Journal "Ronnie's goal to be centre of Grid showcase".</p>

	<p>July 2007 Herefordshire matters “Masterplan for Edgar Street Grid”.</p> <p>28 July 2007 Estates Gazette “Focus Herefordshire – What’s in Store for the Cows?”</p> <p>2 August 2007 Hereford Times “Three developers on ESG shortlist” and “ESG: Importance of integration”.</p> <p>9 August 2007 Hereford Times “ESG looks at ways to stop new flooding”.</p> <p>22 August 2007 Hereford Journal “Retail Quarter ‘in wrong place”</p> <p>31 August Regeneration and Renewal ”Second Opinion – Hereford”</p> <p>Autumn 2007 The Wharfinger “Edgar Street Grid”.</p> <p>6 September Hereford Times “ESG integrates the best of old and new”.</p> <p>26 September 2007 Hereford Journal “Get a glimpse of ‘Grid’ masterplan”</p> <p>8 October 2007 Herefordshire Voluntary Action Group “New visions for Hereford and HVA to be unveiled at AGM”</p> <p>10 October 2007 Hereford Journal “Out-of-town site for firms in the Grid area”</p> <p>11 October 2007 Hereford Times “Plan offers new home for firms on the move out of ESG”</p> <p>October 2007 Property News “Herefordshire and Worcestershire”</p>
4	<p>Key issues raised</p>
1	<p>The key issues raised through the consultation are summarised below:</p> <ul style="list-style-type: none"> • Car parking provision and traffic movement

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| | <ul style="list-style-type: none">• Disability requirements (both in terms of transport, accessibility and environmental issues)• Need to avoid building a competing city centre• Need to design out crime• Resolve potential conflict between strategic transport connections and local issues• Business relocation• Create economic opportunities• Sustainable development• Provision of office space to keep the vitality of the city centre and small retailers to retain the unique shopping experience |
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<p>5</p> <p>1</p> <p>2</p>	<p>Summary of consultation responses</p> <p>The consultation led to many responses being received from a wide range of organizations, stakeholders, members of the public and other interested parties.</p> <p>A summary of the responses received from organizations is detailed below.</p>	
<p>3</p> <p>4</p> <p>5</p>	<p>Advantage West Midlands (AWM)</p> <p>AWM is one of the two founder members of ESG (Herefordshire Council being the other) and has been closely involved in the evolution of the Masterplan at a senior level. However, it was considered helpful to formally consult AWM's specialist in Sustainable Development (this officer had previously advised on aspects of the plan).</p> <p>Sustainability issues should be given more prominence.</p> <p>Further clarification as to the flooding solution sought.</p>	<p>ESG response</p> <p>The Masterplan has been prepared pursuant to national, regional and local planning policies which have a strong sustainability focus. Key sustainability issues for the area are addressed by the Council's ESG Supplementary Planning Document, and do not need to be repeated. As the Masterplan is implemented, the sustainability of schemes will be assessed using the West Midlands Sustainability Checklist.</p> <p>Since publication of the draft plan, the flood mitigation solutions have been developed in consultation with the Environment Agency. Agreement to the principles of the solution has been reached,</p>

		and work has commenced on more detailed work. The preferred solution will be the subject of further consultation as part of the planning process.
6	The claim that the study area is the single most sustainable location for development in the county may need to be reviewed since the site is on an active flood plain.	Agreed. Whilst the study area is the most sustainable by most measures, including transport, the statement requires qualification in relation to this issue.
7	Herefordshire Council policies on energy and climate change should be referenced.	An area wide approach to sustainable energy is being developed (see Masterplan Appendix 1).
8	Arriva Trains Wales (ATW) The station square area seemed to have been taken up by buildings/paved area with no provision for bus stops and customer drop-off points. Concerned about reduction in car parking facilities at the station. ATW were keen to work with ESG from the start on car parking provision.	Agreed that station car parking and transport circulation in the immediate environs of the station requires clarification. Work on infrastructure design has developed this through an options appraisal process. Further consultation with stakeholders will take place prior to adoption of the proposals.
9	Environment Agency (EA) Certain development parcels at Merton Meadow and Police Playing Field are prone to flooding. As well as the flood mitigation work referred to, the issue of surface water flooding and sewer capacity needs investigation, and a surface water drainage strategy prepared to address issues holistically for the ESG area.	Agreed. This work will be taken forward as part of the implementation of the Masterplan.
10	A strategic land contamination exercise should be carried out for the ESG area.	Noted. This will be addressed through relevant environmental statements.
11	The Masterplan should include reference to waste	Noted. This will be addressed

	<p>arising, to sustainable treatment of waste and to the need to minimize waste produced through the development.</p>	<p>through relevant environmental statements. These aspects are also addressed by the Council's planning policies.</p>
12	<p>Clarification sought as to flows from Aylesbrook into the Widemarsh Brook.</p>	<p>Aylesbrook will be incorporated into the Masterplan as an important potential water source for the canal.</p>
13	<p>Clarification sought as to whether the proposed diversion of the Widemarsh Brook is required for flood mitigation reasons or solely to create a feature described as a "rich/diverse water course which is overlooked by adjacent development". There are significant benefits and enhancements to be had by diverting the Widemarsh Brook, in terms of augmenting summer flows (the Brook is known to dry up for significant periods in the summer) and providing opportunities for biodiversity protection and enhancement in line with PPS9.</p>	<p>Agreed. Diversion of the brook will allow enhancement of summer water retention. Design work on the brook will address this and the resulting biodiversity benefits.</p>
14	<p>Clarification sought as to where it is anticipated that the water will come from to feed/replenish the proposed canal basin. This issue should be assessed along with the impacts of the proposed development on water resources.</p>	<p>See comment above re Ayles brook. The detailed design of a surface water and integrated urban drainage scheme will further inform requirements.</p>
15	<p>The Masterplan should require water minimization within new development through the construction of sustainable homes meeting the levels set in the Code for Sustainable Homes (2006), i.e. level 4 or above.</p>	<p>Agreed. This will be reflected in the Masterplan and is also a function of national, regional and local guidance and policy.</p>
16	<p>In order to aim for betterment in water resources as a result of the ESG development, rather than just water neutrality, provision should be made for the retrofitting of existing residential properties with water efficiency techniques.</p>	<p>ESG will review whether betterment principles such as this can reasonably be implemented as part of the overall sustainability criteria applicable to the entire development rather than simply the housing. The West Midlands Sustainability Checklist is being used as a tool in the selection of</p>

		developer partners.
17	<p>Hereford Access For All (HAA) Consideration should be given to disabled access parking in all areas where parking is permitted.</p>	Agreed. This will be required through the planning process and will be in accordance with relevant policy and guidance.
18	Building design and layout should address such issues as arrangements for hard of hearing and sight-impaired visitors to be clearly marked, automatic doors, suitable toilets, large signs to be easily read from wheelchair height.	ESG supports the principle of ensuring disabled access is positively addressed. Specific issues are best addressed through the planning process in relation to individual buildings.
19	There should be ample provision of outdoor seating in all areas to encourage elderly people and ambulant disabled to walk wherever possible.	Agreed. This will be tested and ultimately dealt with in the relevant planning applications.
20	Any surface crossing of Newmarket Street should allow adequate time for disabled persons to cross in safety. The HAA also wish to see crossings across the new link road to accommodate all people with disabilities, as well as considering the proposed new footbridge over the railway.	Agreed. All new pedestrian crossings will be designed to accommodate disabled access. This will be a considerable improvement over the present situation.
21	A Shopmobility Centre within the Retail Quarter is desirable.	This will be discussed with the appointed developers.
22	Park and Ride buses needed to cater for wheelchair users having low-level access and bus stops having suitable kerbs to allow access on/off buses.	Agreed in relation to suitable kerb design. The question of bus provision is outside the scope of the Masterplan but will be raised via Herefordshire Council/transport operators through continuing liaison meetings.
23	<p>English Heritage (EH) EH welcomes the principle of developing the ESG site. Successfully implemented, the proposals could support the economic and social life of Hereford and Herefordshire, make Hereford a more</p>	Agreed. One of ESG's core objectives is to restore Hereford to its former prominence in the sub-region.

	sustainable settlement, and provide benefits for Hereford's remarkable historic buildings and places. EH welcomes the process through which the draft Masterplan has emerged and commends the document itself.	
24	Historical and archaeological work already carried out and proposed needs to root the ESG area firmly in the context of the city as an integrated historic settlement. This is a key factor in the success of the process of management of change to produce a development that is carefully stitched into the existing urban fabric. Recognition should be given to the incorporation of historically significant fabric behind later remodeling as well as external decorative and functional detail such as lettering on the cattle market buildings.	Agreed. The ESG redevelopment presents the opportunity to reveal and celebrate the area's historic development subject to high quality and sensitive handling.
25	EH encouraged by the recognition given to the historic environment and pleased to note the use of the existing and historic street pattern in the planning of the ESG area.	Noted.
26	EH applaud the intention of providing a civic centre offering a single focus for Council services in the south of the area. Request that the line of Catherine Street either be retained or celebrated through appropriate building design.	The detailed mix of uses at Catherine Street is being considered in conjunction with the Council/PCT and other public service providers
27	Further consideration should be given to any proposed demolition of the following: the Franklin Barnes Building, the three pairs of semi-detached villas on Blackfriars Street, buildings within the Hereford Education and Conference Centre complex and the existing housing development in close proximity to St Peter's Burial Ground.	Noted.
28	Coningsby Hospital is the best building in the ESG area and deserves the prominence that the Masterplan promises. St John Ambulance should remain in their present location.	Noted. The long association of St John Ambulance with the Blackfriars complex is an important consideration and will be debated with the organization in the context of the wish to develop accommodation more appropriate to current and

<p>29</p> <p>30</p> <p>31</p> <p>32</p> <p>33</p> <p>34</p>	<p>Blackfriars, Coningsby Hospital and the two schools to the south should be treated as a central nodal point with a common design linking all the buildings around a single designed space.</p> <p>EH support the Canal Basin proposal in principle with a real chance that it could form the terminus of a continuous and very attractive canal route.</p> <p>EH close by concluding that "... the Masterplan sets out a convincing framework within which the change can be achieved successfully. For our part we shall be pleased to assist in its refinement and implementation in any way we can".</p> <p>Herefordshire Council – Diversity Team Consultation by the Diversity Team in the development of the Council's Disability Equality Scheme showed the desire of the disabled community to be involved at an early stage in new developments. There was the potential for ESG to be an example of best practice for the way in which disabled people are involved in its design and development.</p> <p>The Diversity Team would like to see ESG as a beacon of best practice for accessibility and show Herefordshire's commitment to improving access for all.</p> <p>The Diversity Team recommend the use of 'Changing Places' toilets, with enough space to cater for severely disabled people who often have one or two carers with them. Currently, there is no such facility in the county which greatly limits the options of disabled people and their carers, often leaving them with no alternative but to stay at home. The installation of such a facility in Hereford would be a positive step towards inclusion for disabled people.</p>	<p>future operational need.</p> <p>Noted. It is agreed that this would be a desirable outcome which must be balanced against the needs and ambitions of St. Thomas Cantilupe Primary School.</p> <p>Noted.</p> <p>Noted. ESG remains committed to working actively with stakeholders, and welcomes this strong statement of support.</p> <p>Agreed. ESG will continue to consult with disabled groups.</p> <p>Noted.</p> <p>Noted. This suggestion will be taken up and further considered as the ESG scheme progresses.</p>
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35	The Diversity Team stated that the Masterplan is impressive and comprehensive.	Noted.
36	<p>Chamber of Commerce Herefordshire and Worcestershire</p> <p>The Chamber gathered responses from members and businesses located within the ESG area. In general, the business community were reported to be supportive and positive of the development and believe it will add to the vitality and quality of the city centre.</p>	Noted.
37	The Chamber emphasised that whilst some of the key components of the Masterplan are considered to be sound principles on which to base the development, it should be noted that the impact of the development will be wider than the specific 100 acre site. The Chamber has collected not just issues related to the ESG area but also the wider area of the development and their response is based on this.	The ESG redevelopment is a key component of achieving the Regional Spatial Strategy objective of enabling Hereford to fulfil its sub-regional role.
38	Transport and Movement. This was the most contentious issue when speaking to the business community despite the majority being supportive of the downgrading of Blueschool Street and Newmarket Street. This is seen as key to the integration between the ESG area and the historic retail core. Opening up routes for access within the ESG area, to the railway station and historic area were also encouraged.	Agreed. The downgrading of the inner ring road and creation of an environment more suited to pedestrians is fundamental to the Masterplan, together with improvements to permeability within the area.
39	Concern expressed about traffic congestion and whether the new link road would alleviate the current high volumes of traffic at junctions. Queried the appropriateness of heavy goods vehicles passing through the Urban Village along the link road. Traffic information and modeling results should be made public.	<p>Detailed junction design and analysis is required in order to ensure safe and efficient working of the network. This is being undertaken in consultation with the Highways Agency and Herefordshire Council. Completed work will be publicly available through processes such as planning applications and any public inquiries.</p> <p>The interface between</p>

		vehicular traffic and residential development along the link road will be addressed through detailed design work on the Urban Village and the link road. The principle underpinning the link road design is to achieve a traditional urban street form, with residential development set back behind parking bays, footways and an avenue of street trees.
40	Development of infrastructure and landscaping should be progressed within the early phases, in order to benefit from mature landscaping through the plan period and, by securing all of the transport infrastructure up front, making it easier for the business community to plan for growth.	Agreed. It is highly desirable to establish this framework early in the process, subject to what can be funded and the progressive acquisition of land.
41	The provision of other car parks outside the retail quarter would be beneficial to retain and encourage footfall into the existing city centre retail offer.	Agreed. ESG has requested that Herefordshire Council supports this proposal in relocating part of the current parking provision from the proposed Retail Quarter to additional capacity, including to the east of the city centre. ESG will work with the Council to promote this if it is agreed.
42	Despite plans for park and ride, there were concerns at the loss of Merton Meadow Car Park and the impact this would have on the availability of staff parking for the city centre economy and on tourists. Provision should be made for coaches to pick up and drop off tourists within the ESG area and provide suitable provision for coach drivers.	The provision of long stay parking is necessary to support the working of the city centre. It is proposed that this will be relocated to park and ride in order to make better use of city centre land and to reduce traffic congestion. This will include provision for coaches and drivers.
43	In order for Hereford to retain its unique shopping experience, ESG must make provision for a number of small independent retailers.	Agreed. A variety of shops is essential as part of the city's unique offer. ESG will make

		<p>provision for a variety of unit sizes and support a wider strategy to support the city centre.</p>
44	<p>The Masterplan should make provision for office space. Businesses displaced within the ESG area should be provided for and retained within the area to retain the vitality of the city centre.</p>	<p>Agreed. The development of modern office space is proposed within the area. ESG are committed to working with Herefordshire Council and Advantage West Midlands to facilitate required business relocations in consultation with stakeholders.</p>
45	<p>The Chamber supports the City Partnership in its call for promotion of the city centre to be put in place while the development is underway so as to help retain and encourage shoppers to keep coming to the city.</p>	<p>Agreed. The selected developer of the Retail Quarter will work with ESG, Herefordshire Council and other stakeholders to promote the city.</p>
46	<p>At present the uncertainty as to the effect that the Masterplan will have on businesses is making it difficult for them to know what to do next. Important that key decision milestones are communicated to the business community within the ESG area so allowing them to understand when and how decisions are going to be made that may affect their businesses.</p>	<p>ESG believes in the importance of sharing reliable information. As the design and planning of infrastructure is firmed up, ESG will advise stakeholders of timescales.</p>
47	<p>Some businesses may need more support than others and assistance should be given, for example, by way of offering financial support in terms of a grant towards moving costs, business rates holiday or interest free loan etc.</p>	<p>ESG is working with Herefordshire Council and Advantage West Midlands on a relocation strategy. This will be developed in close consultation with the Chamber.</p>
48	<p>Local people and businesses should benefit from the development through education, opportunities for modern skill based training and technology. ESG and Herefordshire Council should help to encourage local businesses to invest in Hereford.</p>	<p>Agreed. The ESG redevelopment presents a major opportunity for the economy. ESG is working with training providers in order to promote the development of appropriate training courses. As developers are selected,</p>

<p>49</p> <p>50</p> <p>51</p> <p>52</p> <p>53</p> <p>54</p>	<p>Federation of Small Businesses (FSB) Concern that relocation opportunities would not meet the locational needs of businesses, with many likely to require premises north of the river.</p> <p>Question whether costs such as rent, lease, business rates and services of alternative premises will be comparable to those already paid - any rise in fixed costs and overheads could be disastrous.</p> <p>Concern regarding Hereford becoming a bi-polar city with the newly developed ESG area attracting the inward investment and increased footfall. Clarification sought on what measures are being taken to protect the trading viability of the traditional centre of the city.</p> <p>ESG development scheme is a golden opportunity for the city if it can offer low cost, maybe subsidized accommodation to attract many small, single-owner businesses to work within the centre of Hereford. The FSB request that ESG give consideration to this.</p> <p>The retail element was questioned as to how footfall could be increased despite attracting the same large multiples like every other city/town which is likely to be detrimental to the smaller independent sector, which gives Hereford its uniqueness.</p> <p>Query as to measures being taken to provide parking facilities for existing properties, residents and businesses.</p>	<p>ESG will also facilitate liaison in order to promote local business.</p> <p>Noted. ESG will match relocation sites to business needs wherever possible.</p> <p>The impact of business overheads is noted. See comment above in relation to relocation.</p> <p>Agreed. It is essential that the new developments integrate with the old as fully as possible.</p> <p>Noted. The Herefordshire economy relies heavily upon such businesses although it is also important to encourage larger employers. This is a consideration for the delivery strategy which will follow adoption of the Masterplan.</p> <p>The strategy behind the Retail Quarter is to claw back leakage of comparison spend and to address the requirement for retail expansion called for in the Unitary Development Plan. The retail mix is an important issue and is a matter for the detailed proposals in the Retail Quarter.</p> <p>An increase in parking is proposed within the ESG area.</p>
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55	Whilst the FBS see the ESG scheme showing great foresight in its plans to ensure that the city continues to thrive and grow economically, they also register some concerns ie a loss of jobs should local businesses be forced to close or relocate, unoccupied commercial premises, and increased car crime, all of which could create a general emptiness to the city.	The creation of greater economic prosperity is essential to ESG. The management of this is an issue for the delivery strategy rather than the Masterplan.
56	Hereford City Partnership Ltd (HCP) HCP welcome the launch of the Edgar Street Masterplan which will provide opportunities for business growth and improved living, working and leisure facilities in the city centre. Request that help and support should be given to the existing independent retailers in the city centre once the new retail quarter development starts to ensure that Hereford retains the “niche shopping experience”.	Noted. See above comments on diversity of retail offer.
57	HCP expressed concerns that whilst they were in favour of increasing car parking facilities in the new retail quarter, HCP requested ESG to consider the impact that this would have on other areas of the city.	Noted. The proposal to relocate a proportion of city centre parking has considerable merit. See above comments.
58	HCP requested that plans for park and ride (both north and south of the city) be developed in parallel with the new parking arrangements to alleviate the loss of affordable car parking at Merton Meadow for office and retail staff who work in the city centre.	Agreed. The timing of provision of park and ride is acknowledged as being an aspect which requires care to ensure continuity. See above comments.
59	Pedestrian footfall from the railway station via Widemarsh Street should be further addressed as this would take footfall away from the Commercial Road area.	Noted. The pedestrian route has been reassessed and the Masterplan now provides for a series of more discrete links between the railway station and the city centre. See also comments by CABE.
60	HCP enquired if a new site for a Shopmobility facility had been identified.	See comments above on disabled access.
61	Facilities should be made available for coaches/coach drivers when visiting the city.	Agreed. Coach parking is to be incorporated into the northern Park and Ride scheme.

62	Requested that trading times be altered to retain workers in the city as well as helping to negate the emptiness of the city centre between 18.00 and 20.00 hours.	Noted. The Development Brief for the Retail Quarter calls for significant entertainment offer in order to both address a current shortfall and extend the active period of the city beyond traditional core shopping hours.
63	The existing city centre needed to see further good quality public realm improvements and substantial improvements to the Butter Market.	Noted. Herefordshire Council is promoting further streetscaping works to the city centre. The importance of the Buttermarket is acknowledged and the potential for positive intervention through the development of the Retail Quarter will be examined.
64	HCP would prefer to see the Edgar Street Grid developed within an overall 'Vision for Hereford'. This would draw in much needed major inward investment and help secure funding for infrastructure improvements to support and provide jobs for the proposed increased resident population of the city.	Noted. Herefordshire Council is developing such an approach and is in the early stages of developing its new Local Development Framework, addressing city wide issues.
65	<p>Hereford Civic Society (HCS)</p> <p>The Hereford Civic Society responded to the Masterplan consultation draft by way of the July 2007 newsletter. The HCS had made comment particularly on the wider peripheral implications of the Masterplan, however wanted to record that the "HCS supports regeneration of Hereford and as such welcomes the huge opportunities that the ESG team will cultivate". HCS's response goes on to say: "The HCS welcomes the ESG teams openness to fair consultation and we are certain that we can continue to debate the regeneration of the City to ensure that together we can encourage high standards in architecture and town planning in Hereford".</p>	Noted.
66	Transport. The HCS addressed the issue of the	Noted. The majority of ESG

	<p>delay in transport infrastructure integration and wondered why it was being left until Phase 8, (years 13 to 15) when if it was “such a fundamental cornerstone”, it should be addressed much earlier on in the process and consideration should be given to the wider transportation investment within the county such as a re-routed A49 and second bridge crossing. Without these changes, HCS believe the city will be severely congested and recommends that a wider county view of transportation and multi modal integration in support of all development in the masterplan should be investigated.</p>	<p>transport infrastructure will take place in the initial phases (new link road, downgrade of inner ring road). The need to promote the earlier provision of public transport provision is noted and the creation of a Transport Hub at the railway station has been brought forward in the Masterplan phasing proposals. ESG has commenced dialogue with the relevant stakeholders with a view to establishing the feasibility of this.</p>
67	<p>Multiple deprivation. HCS comment that: “Whilst there is only one Super Output Area of Hereford’s seven city wards falling within the top 20% multiple deprivation indices defined by the Office of the Deputy Prime Minister, the HCS is aware that substantial parts of the remaining seven city wards in addition to the 20% area fall within the top 25% multiple deprivation indices”. HCS recommends that multiple deprivation should be further addressed and believes that the ESG regeneration area could bring wider benefits to the city as a whole.</p>	<p>It is agreed that the ESG development will have a beneficial effect on the economy of the whole city. The Masterplan further emphasizes the importance of affordable housing and the objective of delivering this as part of a Sustainable Community.</p>
68	<p>HCS express concern about retention of sixth form leavers and whether the Masterplan had catered for young peoples’ aspirations.</p>	<p>Agreed. The retention of young people is an important objective. This has been addressed through a number of measures, including promotion of training opportunities, entertainment offer and affordable housing. The Masterplan also promotes a site for higher education provision at Blackfriars Street.</p>
69	<p>Influx of Eastern European migrants. HCS state that: “Generally, EU migrants are economically independent, but the real pressure point is on basic facilities such as education, housing and tensions between different communities” and HCS</p>	<p>Noted. These are issues to be addressed by Herefordshire Council and its partners through their wider service delivery.</p>

<p>70</p> <p>71</p> <p>72</p> <p>73</p> <p>74</p>	<p>encourages the Local Authority to work more within this area.</p> <p>All reports and data should be published on a website to define the ESG Masterplan thinking.</p> <p>Housing quantum. Whilst the Masterplan has always stated that there will be 1000 new units within the ESG area, HCS consider that 1000 homes in the Urban Village is inadequate and that more should be provided to assist the county's affordability crisis.</p> <p>There should be development for educational purposes within the ESG area.</p> <p>Herefordshire & Gloucestershire Canal Trust (HGCT) HGCT expressed support for ESG in delivering a genuine mixed use development around the canal basin and approaches.</p> <p>The Masterplan "should provide for the delivery of a viable waterway of an appropriate size, both in the short and long term that serves not only as a terminal basin of the Canal, but also as a significant tourist attraction and active hub of ESG".</p>	<p>ESG is committed to openness but must balance this with the requirement to protect commercial confidentiality. ESG will consider further ways of communicating and what information can be released without harming the objective of delivery.</p> <p>The Masterplan represents a carefully considered balance between ensuring residential amenity, good design, parking/traffic capacity and ensuring that the maximum use is made of this major development opportunity. It is considered that no further amendment is necessary although the housing density of the development will remain under review in line with current and emerging planning policies.</p> <p>Agreed. The Masterplan now makes such provision.</p> <p>Noted.</p> <p>Noted, although this must be balanced with what is affordable and appropriate to the overriding needs of built development within the Masterplan area.</p>
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75	Concern expressed over whether the canal basin in the Masterplan provides for a suitable size of operationally viable waterway, and over phasing as regards the construction of the new link road and the canal. Masterplan fails to recognize the role of the canal corridor as a key part of the integrated sustainable transport programme for the city. HGCT have expressed their interest in establishing a Canal Visitor Centre.	Noted. The question of phasing is under review as part of the detailed design of the canal and link road. It is agreed that these elements should be designed simultaneously, although ESG wishes to consider the timing of delivery as part of the delivery strategy.
76	The emphasis given to foot and cycle links and the designation of areas in the vicinity of the canal basin as pedestrian are strongly welcomed, as is the recognition that any car parking within the canal area is inappropriate. HGCT welcome the selective use of additional height around the canal, would be prepared to support some taller development in appropriate areas, and seek a high quality of modern design in the canal corridor.	Noted.
77	HGCT expressed the view that the public should have access to all sides of the canal and basin.	Noted. The needs of canal users, the public and occupiers of adjoining development must be balanced. No amendment considered necessary.
78	<p>Herefordshire Partnership Board (HPB)</p> <p>There is a need for a purpose built new central city GP practice. West Mercia Constabulary wish to accommodate the city centre/north Wye team within the area and there is an opportunity for joined up reception facilities with other agencies.</p>	Agreed. Space for these users is potentially available within the Catherine Street area. Discussions and further consultation will be undertaken in order to develop more detailed proposals.
79	Clarification sought on the integration of crime prevention through design principles, with further consultation sought.	Agreed. The Masterplan has been prepared in accordance with current policy and guidance, which incorporates "Secured by Design" principles. It proposes a legible layout that will increase permeability and pedestrian and cycle movement and which clearly defines public

		and private spaces with opportunities for natural surveillance and overlooking. This will be the subject of further consultation as design work reaches an appropriate level of detail.
80	The Partnership Board noted the need for residential accommodation within the ESG area and sought social/community support with emphasis being placed on those on lower incomes, the younger generation and the requirements of older people.	Noted. Fully integrated affordable housing will be provided along with appropriate community facilities. ESG is working with stakeholder groups in order to establish when and where such facilities are best provided.
81	Some Board members expressed concerns regarding the potential for ESG to suck in investment to the detriment of other parts of the city. Concern was also expressed regarding business relocation policies.	Noted. See comments above on integration and business relocation.
82	The Board views the ESG Masterplan as an opportunity of significant magnitude, which can only be good for Herefordshire.	Noted.
83	Highways Agency (HA) (SC) The HA are actively involved with ESG in the detailed modelling of the transport, with this response focusing on the consultation draft itself.	Noted.
84	The HA's concerns can be divided into two issues. The first related specifically to the design of the proposed link road and on the apparent conflict between its function as a strategic transport connection and inner urban street within a residential area.	Noted. Design work on the link road has advanced considerably and includes addressing the appropriate balance between good urban design and traffic movement. ESG is concerned not to repeat the effect of the inner ring road which was designed solely for vehicular traffic without adequate consideration of the needs of pedestrians and the built environment. The

85	<p>The second issue relates to the overall ESG strategy and objectives in the Masterplan making reference to various statements which the HA consider have not as yet been substantiated. The HA would have preferred to see conclusions on traffic and transport issues to be made once detailed modelling has been undertaken and agreed by all parties.</p>	<p>Highways Agency is being consulted on the resolution of this conflict.</p> <p>Noted. ESG is striving to balance the wish of stakeholders to influence the outcome of the Masterplan with the Agency's statutory functions in relation to the trunk road network. Discussions with the Agency are continuing.</p>
86	<p>Learning and Skills Council</p> <p>The LSC supports the vision of the ESG Masterplan and welcome the objective to integrate sustainability within the development. The LSC noted that the ESG had already been in consultation with training providers with regards to opportunities which the ESG will create.</p>	<p>Noted.</p>
87	<p>Nathaniel Lichfield and Partners (NLP), on behalf of clients, DFKE Hereford Ltd</p> <p>NLP's client, DFKE, is a stakeholder within the ESG area, owning the former Baylis car showroom in Blackfriars Street and the former Kyte Engineering property to the rear.</p>	
88	<p>DFKE supports the broader vision of the Masterplan to regenerate Hereford but are unclear as to what zone their site falls within, being the City Centre Expansion Zone, the Blackfriars Urban Village or whether it falls outside these zones. DFKE requested that its site should fall within the City Centre Expansion Zone thus providing linkages to the Courtyard and Blackfriars Urban Village. DFKE consider that the Masterplan has given limited recognition of their site location generally throughout the Masterplan consultation draft and ask for this omission to be rectified.</p>	<p>Noted. The Masterplan is intended to be specific in relation to the priority project areas, but with greater flexibility elsewhere. The land in question lies at the interface between the Urban Village and the Retail Quarter. The Masterplan includes specific reference to the potential of land to the east of the football ground for major space users, such as higher education or office uses.</p>
89	<p>NLP believe that the phasing is illogical as regards</p>	<p>The phasing plan has been</p>

	<p>the redevelopment of DFKE's site. Currently this is shown as phase 7 but they (NLP) believe that this should be brought forward in line with phase 3 to coincide with the development of the north west corner and south east corner of UV12 and the football stadium to the west.</p>	<p>reviewed and now proposes the potential development of the site concerned for major office or higher education purposes, with this shown as being within phase 3.</p>
90	<p>NLP took part in the consultation questionnaire. It should be noted that whilst they had no view in a large part of the questionnaire, NLP strongly agreed in creating a new City Centre Expansion Zone, integrating the area more effectively with its surroundings, but strongly disagreed with the view that the Masterplan provides adequate car parking for the proposed new uses and the city centre.</p>	<p>Noted. The Masterplan promotes the delivery of the adopted policies in the UDP. Parking is recognized as a key issue and discussions are continuing regarding the wider city centre parking strategy.</p>
91	<p>Royal Mail Group plc (RMG) RMG supports the principle of the proposed regeneration of the ESG area and does not wish to obstruct progress with implementation. Hereford's Delivery Office, located within the ESG area, provides mail sorting and delivery of all mail for Herefordshire. However, the RMG stated that should their service be adversely affected by the proposals, then RMG would have to object.</p>	<p>Noted. ESG will continue to liaise with RMG to seek a satisfactory resolution to the issues raised by the link road alignment (see below).</p>
92	<p>RMG confirm their objection to the line of the proposed link road as shown on the Masterplan. RMG stated that the Masterplan severs the Delivery Office's car park which would leave the RMG with insufficient space for safe access/egress and parking (100 vehicle spaces) of RMG fleet vehicles. RMG state that if the link road can not be re-aligned, an alternative site in Hereford will need to be found offering the same operational facility. Reinstatement would be required at nil cost to RMG, with RMG receiving full equivalent value to that of their existing Delivery Office site.</p>	<p>Noted. The link road has been designed to minimize disruption by avoiding the Delivery Office, but cannot avoid the car park. An alternative parking solution in substitution for the existing car park has been developed, and is included in the Masterplan.</p>
93	<p>RMG express concern at surrounding land uses to the Delivery Office should they remain at their present site. The RMG state that, through past experience, preferred adjoining land uses are mixed and non-residential in nature and Delivery Offices operate successfully in this context.</p>	<p>Noted. The need to accommodate differing uses is frequently a constraint in designing mixed use city centres. The successful resolution of this is a matter for</p>

	<p>However, the RMG state that in light of the Masterplan showing adjoining land as residential mixed use, the Masterplan should identify the need to plan for compatible land uses to be developed on land in close proximity to the Delivery Office.</p>	<p>the detailed design of the relevant phases.</p>
94	<p>The RMG request that the Masterplan review the Station Road/Aylestone Hill junction joining the new link road for vehicle movement as this is of critical importance to the RMG. They expressed their concern on the impact of traffic congestion and requested appropriate phasing was put in place to minimize the impact on existing businesses/occupiers.</p>	<p>Agreed. Appropriate phasing of construction is essential. However, it is noted that whereas the sorting depot is currently at the head of a cul-de-sac, it will benefit from considerably improved connectivity by virtue of the link road, once built.</p>
95	<p>Theatres Trust (SC) The Theatres Trust state that they have no comments to make.</p>	<p>Noted.</p>
96	<p>West Mercia Constabulary WMC advise that they fully support in general this important initiative to regenerate the ESG area and will seek to support ESG Herefordshire Ltd and Herefordshire Council where possible in this regard. WMC request that ESG considers possible locations for WMC as part of the Masterplan.</p>	<p>Noted. The ESG area presents a unique opportunity for WMC to plan new, co-located facilities alongside other compatible public services. ESG will continue to work with WMC both in relation to planned development of a local facility within the Catherine Street area and a Headquarters building elsewhere within the ESG area.</p>
97	<p>WMC request that ESG give consideration to identifying land for a new public service facility including a new Hereford City Centre Police Station and contact centre. WMC's preference to the area of land on the Blueschool Street frontage between Blueschool House and Franklin House was requested for this project.</p>	<p>ESG warmly welcomes the interest of WMC in their proposed relocation. The Masterplan indicates a preference for such a public service facility to be located at the Franklin Barnes site.</p>
98	<p>WMC would be willing to consider the release of the Essex Arms site for development in accordance</p>	<p>Noted. Discussions are continuing in respect of the</p>

	with the Masterplan on the proviso that a satisfactory alternative site in an operationally satisfactory location can be delivered in the Masterplan.	location identified in the Masterplan (see above).
99	WMC requests that ESG gives consideration to identifying in the draft Masterplan one of two identified sites, at Blacfriars Street and north of the link road. This could include possible site sharing with Herefordshire Council offices or other appropriate public services.	Noted. Following further discussions with WMC as to their operational requirements the Masterplan recognizes the potential of land to the north of the link road for this use.
100	WMC acknowledge that once the ESG area is delivered, policing services will be different resulting in the need for more Officers, equipment and premises from which to police, particularly for the Retail Quarter and Blackfriars Urban Village centred around the Canal Basin. Therefore, the WMC have requested that ESG acknowledges this requirement and makes reasonable endeavours to assist WMC in securing developer contributions under Section 106 Agreements when opportunities arise.	Noted. Contributions from planning obligations will be negotiated through the local planning authority. Herefordshire Council has an adopted Supplementary Planning Document on this issue.
101	Commission for the Built Environment and Architecture(CABE) The strategic thinking displayed in the Masterplan is applauded creating a framework with the potential for creating a successful urban environment.	Noted.
102	The breaking down of the Masterplan area into manageable precincts is supported and the proposals for the residential development of the Urban Village have many positive attributes. The focus on the canal basin as a key driver for housing design and layout is supported.	Noted.
103	Concerns were expressed in relation to the pedestrian route leading from the railway station to the historic city centre. The proposed sweeping route does not sit comfortably with the proposed or existing urban structure. The route is too deliberate and direct and may take too many pedestrians from Commercial Road, reducing the walk-ability and viability of this natural boulevard. CABE strongly recommend that the route from the	Noted. The route has been revised in accordance with the CABE suggestion and is now shown in the Masterplan as a series of discrete links.

104	<p>station to the town centre is reassessed.</p> <p>The report concludes that the Masterplan has “many positive interventions and attributes, however by showing greater reverence to historic street patterns we feel that it will have greater flexibility to adapt to the future changes of Hereford”</p>	Noted.
6	<p>Masterplan Consultation Questionnaire</p> <p>1 ESG have received 164 responses to the Questionnaire (including the website). The responses received are split between the following categories:</p> <p>136 Local residents/shoppers 1 Retailer 5 Shop or land owners 22 Other</p> <p>2 There was a cross section of age groups completing the questionnaires, the majority percentage (39.25%) being completed by citizens over the age of 60, followed by 35.55% for those aged between 41 and 60. Only 9.62% who were aged between 19 and 30 completed the questionnaire. 60% of the questionnaires were completed by males and 40% by females. Out of all the responses received, 6.29% had a disability.</p> <p>3 The questions asked were as follows:</p> <p>3.1 Do you think the proposals to create a new City Centre Expansion Zone will improve the vitality of the City? 83% agreed / 11% disagreed / 6% had no view.</p> <p>3.2 Do you think the proposals integrate the area more effectively with its surroundings? 75% agreed / 17% disagreed / 8% had no view.</p> <p>3.3 Do you think the proposals improve the profile of the Courtyard Arts Centre? 53% agreed / 18% disagreed / 29% had no view.</p>	

3.4	<p>Do you think the proposals provide better access into and across the area? 65% agreed / 25% disagreed / 10% had no view.</p>	
3.5	<p>Do you think the proposals for downgrading Blueschool Street/Newmarket Street break the barrier between the area and the historic city centre? 72% agreed / 17% disagreed / 11% had no view.</p>	
3.6	<p>Do you think the proposals create new high quality public open spaces? 66% agreed / 20% disagreed / 14% had no view.</p>	
3.7	<p>Do you think the Masterplan provides adequate car parking for the proposed new uses and the city centre? 29% agreed / 33% disagreed / 38% had no view.</p>	
3.8	<p>Do you think the proposals retain and enhance views from the area to city centre landmarks? 56% agreed / 14% disagreed / 30% had no view.</p>	
4	<p>The questionnaire asked participants their views on the following masterplan proposals for the area:</p>	
4.1.	<p>Do you agree with the City Centre Expansion Zone?</p> <p>New Retail Quarter: 78% agreed / 12% disagree / 10% had no view</p> <p>New shops: 80% agreed / 10% disagreed / 10% had no view</p> <p>New leisure facilities: 80% agreed / 9% disagreed / 11% had no view</p> <p>New multi storey car parking: 75% agreed / 13% disagreed / 12% had no view</p> <p>New hotel: 68% agreed / 12% disagreed / 20% had no view</p> <p>New Civic Quarter: 69% agreed / 12% disagreed / 19% had no view</p> <p>New Civic buildings: 67% agreed / 14% disagreed / 19% had no view</p> <p>New office space: 65% agreed / 14% disagreed / 21% had no view</p> <p>New houses and apartments: 80% agreed / 13%</p>	

<p>4.2</p> <p>4.3</p> <p>4.4</p>	<p>disagreed / 7% had no view New restaurants and bars: 80% agreed / 10% disagreed / 10% had no view</p> <p>Urban Village:- New houses and apartments: 82% agreed / 12% disagreed / 6% had no view New canal basin: 84% agreed / 6% disagreed / 10% had no view Pedestrian priority routes: 90% agreed / 4% disagreed / 6% had no view New cycle routes: 87% agreed / 4% disagreed / 9% had no view</p> <p>Public Spaces:- Market Squares: 88% agreed / 7% disagreed / 5% had no view Blackfriars Precinct: 85% agreed / 7% disagreed / 8% had no view The Graveyard: 76% agreed / 7% disagreed / 17% had no view Canal Park: 85% agreed / 8% disagreed / 7% had no view Station Square: 84% agreed / 8% disagreed / 8% had no view</p> <p>Do you agree with the new street networks and connections? New hierarchy of streets: 71% agreed / 16% disagreed / 13% had no view Downgrading of Newmarket Street and Blueschool Street: 70% agreed / 19% disagreed / 11% had no view Livestock Market Street: 70% agreed / 12% disagreed / 18% had no view Link Road: 75% agreed / 16% disagreed / 9% had no view</p> <p>Overall, 77% were in favour of the Masterplan proposals.</p>	
<p>7</p> <p>1</p>	<p>Conclusions</p> <p>The process of consulting upon the draft Masterplan has generated many responses</p>	

	<p>and a high level of interest. The Masterplan team has engaged in many discussions with landowners, businesses, residents and others with an interest in the area. The consultation exercise and associated debates have resulted in a number of key changes to the Masterplan.</p>
2	<p>In particular, the consultation and the discussions arising from it have enabled the Masterplan team to focus a number of elements of the Masterplan, resolving issues of deliverability and timing. This has enabled the Masterplan to be relatively specific where a particular solution has emerged or is sought, whilst in other areas it has been seen as prudent to introduce a more flexible approach.</p>
3	<p>The overall form of the Masterplan main diagram has been amended so that instead of providing an indicative layout with building footprints, a higher level approach is taken which identifies development parcels. Whilst the former more illustrative approach was appropriate for the consultation stage of the process, for the final Masterplan a less schematic presentation is required. This will allow development proposals to come forward on the parcels concerned, unconstrained by unnecessary detailed requirements.</p>
4	<p>In this process a number of detailed changes to development parcels have been made, with the referencing revised to reflect these amendments.</p>
5	<p>Many detailed changes have been made to the Masterplan document, arising through the consultation process and subsequent discussions. The main changes are as follows:-</p> <ul style="list-style-type: none"> • The Masterplan provides a more resolved arrangement for Station Square and the proposed transport interchange (hub), informed by the detailed design work being undertaken on the Link Road. • The transport interchange has been brought forward in the phasing proposals, recognizing the importance of this proposal and the need to deliver public transport measures in a co-ordinated manner with the link road. • Reference has been made to the potential benefits of redistributing some car parking outside of the ESG Masterplan area (including to the east of the city), following comments made by the Chamber of Commerce and Hereford City Partnership. • The line of the link road is broadly confirmed although the alignment in the middle section (east of Widemarsh Street to Station Approach) is under detailed consideration. In addition to that shown in the consultation draft, an alignment to the south is under review. This alternative allows a more direct route whilst also providing more readily for developable plots to the north. The actual alignment will be determined through detailed engineering design work as the Masterplan is implemented.

- Similarly, route options are under consideration for the potential diversion of the Widemarsh Brook in this locality. The arrangements for the Brook, and for the restored Herefordshire and Gloucestershire Canal, will be the subject of detailed discussions with the Blackfriars Urban Village partner, working with the Canal Trust. This will ensure a balanced and viable package of proposals for the water features within Canal Park. The revised Masterplan reflects the flexibility needed to allow this work to be undertaken, within the context of a clear vision for the Canal Park as a whole.
- The Masterplan has been refined to reflect the comments made by CABI in respect of the route between the railway station and the city centre, and now provides for a series of more discrete links between these two points.
- The proposal to provide a footbridge over the railway has been reviewed and is no longer included in the Masterplan. This reflects concerns over the deliverability of the proposal in the relative context of other infrastructure needs and requirements, including key transport and flooding schemes necessary to enable development within the area.
- Several development parcels have been amended to clarify the extent to which it is envisaged that existing buildings within the area will be retained. For example, St Thomas Cantilupe Primary School, Coningsby Hospital, Coningsby Court and the current Wickes (formerly Focus) DIY have been excluded from development parcels, bringing greater clarity and certainty to the Masterplan. In the case of the latter, proposals are included to introduce a revised access from the west via the north-south feeder road. This in turn will allow the provision of built development along the Widemarsh Street frontage, providing greater enclosure to the street scene.
- The draft Masterplan gave only limited consideration to the area then referred to as the Civic Quarter. This reflected in large measure the emphasis at the time on the provision of Council and other public sector office accommodation in the area. The public focus for this important location – part of the city centre expansion zone – has been able to be reassessed as the Council's accommodation requirements in particular have become clearer. Whilst there is a continuing emphasis on providing public access to services via 'front office' facilities in a city centre location, public sector 'back office' requirements in this location are now envisaged to be much reduced. As a result the revised Masterplan is able to define a wider role for the quarter, now known as the Catherine Street area. Various references in the draft Masterplan have been revised and consolidated into a new section, reflecting the current position and providing better legibility and clearer guidance. The significance of the Franklin Barnes site within the area is also now acknowledged, together with the role that this highly visible and accessible location could play in the provision of public sector services such as a relocated Info Centre. Further consultation on detailed proposals for the area

is to be undertaken as part of the process of implementing the Masterplan.

- The Masterplan facilitates the introduction of major office users or higher education to the north of Blackfriars Street, east of the football ground. This edge of city centre location is an appropriate location for such uses in terms of planning policies, and positive site identification will help foster the desired growth in the city office market. The opportunity to refer to higher education and identify land for this purpose has been taken in support of wider aspirations to widen and extend locally available educational opportunities.
- Provision is made for development of a new Divisional HQ building for West Mercia Constabulary, and other major space users to the north of the link road.
- Responding to the consultation comments made by Royal Mail Group, the Masterplan provides for the reconfiguration of the Royal Mail Sorting Office car park, allowing the retention of this building in its current location at least in the medium term.
- Editorial revisions to bring the document up to date, for instance in terms of the planning policy context for the Masterplan or to reflect current emerging proposals for the Retail Quarter. Here, both development quantum and parking provision have been revised, for example with current proposals for 1250 spaces in multi storey format as against 1500 spaces estimated in the draft Masterplan. Provision reflects an allowance for existing spaces in this location, which number some 700, as well as parking to meet the needs of the new development.
- Revisions have also been made to remove otherwise superseded material or information best dealt with elsewhere. The appendix in the consultation draft setting out the evolution of the movement strategy, for example, is now available as a separate technical paper. Similarly, material setting out rules and indicative layouts for the Blackfriars Urban Village, previously included in the draft Masterplan, has been removed in order to allow the desired approach to be reviewed with the BUV partner before being finalized.
- Finally, the phasing plan has been reviewed in the light of consultation responses and detailed design development. The essential off-site works of the Livestock Market relocation and flooding mitigation have been included in the phasing proposals. On site, whilst there are elements upon which the phasing is quite specific, the broader phasing issues are necessarily of an indicative nature and will be influenced by the developer partner charged with delivering the Urban Village and wider market forces.

6

Finally, it is emphasized that the consultation on the Masterplan is part of a wider and continuing process of community engagement and dialogue, which will continue as the proposals are further developed and move into implementation.

APPENDIX A

MASTERPLAN CONSULTATION

CONSULTEES

Advantage West Midlands
Age Concern
Ancient Monuments Society
Arriva Trains Wales
Central Networks
Council for British Archaeology
Chamber of Commerce Herefordshire & Worcestershire
Department of Communities and Local Government
English Heritage
Environment Agency
Garden History Society
Georgian Group
Government Office for the West Midlands
Health & Safety Executive
Hereford & Worcester Learning Skills Council
Herefordshire College of Art
Herefordshire Council – Head of Planning
Herefordshire Council – Quality & Diversity Manager
Herefordshire Health Authority
Herefordshire Nature Trust
Herefordshire Partnership (who has included all the voluntary groups within the area)
Herefordshire Primary Care Trust
Herefordshire Voluntary Action
Highways Agency
National Grid
Natural England
Network Rail
Secretary of State for Transport
Society for the Protection of Ancient Buildings
Sport England
Theatres Trust
Victorian Society
Welsh Water
West Mercia Police
West Midlands Planning Aid Service
West Midlands Regional Assembly

APPENDIX B

MASTERPLAN CONSULTATION

BUSINESSES/STAKEHOLDERS

ESG team members held meetings with the following organisations/stakeholders as part of the masterplan consultation process:

Big Fish Aquatics
Chadds Department Store
Christian Centre
Clearview Cleaners Limited
DRM Coaches
Federation of Small Businesses
Fire and Rescue Services
First Group (Buses)
Hereford Art College
Hereford City Council
Hereford City Partnership
Hereford Civic Society
Hereford United Football Club
Herefordshire Access For All
Herefordshire Council : Arts; Cycle Officer; Public Transport; Park and Ride
Herefordshire LDF
Herefordshire Pedestrian Access & Cycle Forum
Highways Agency
Learning and Skills Council
McMorran & Gatehouse Architects
Mrs Haider
South Wye Partnership
Station Autos (Andrew Sanders)
John Turner & Co