

**From:** Fred Drabble [<mailto:freddrabble@norder.co.uk>]

**Sent:** 23 August 2013 12:17

**To:** Gibbons, Kelly

**Cc:** [ben.botwright@heineken.co.uk](mailto:ben.botwright@heineken.co.uk); Pat Thurston/Exec/MAN/SCBrew ([pat.thurston@heineken.co.uk](mailto:pat.thurston@heineken.co.uk)); Kevin Wood

**Subject:** 6686 - Heineken Hereford - Process Building Planning Application ref 131678/F

Kelly Gibbons – Planning Officer, Herefordshire Council

Kelly

I attended an informal meeting with the 3 Three Elms Ward Councillors at the Heineken Hereford site on Friday morning of last week and, as promised, here is a brief report back to you on that.

The meeting was also attended by Pat Thurston of Heineken, who is the Brewery Manager and Ben Botwright of Heineken Site, who is acting as the Client Representative for the project.

The meeting commenced with both Ben and Pat giving an overview of current plans for the future of the site within Heineken as a whole, both in the UK and Europe, but also globally, explaining that it is the aim for the Hereford site to become the global centre of cider making for Heineken. They confirmed that this importance to Heineken, along with the popularity of cider, should reinforce the security of cider production in Hereford for the foreseeable future. Ben explained that, with the bottling side of the project already approved through the Planning Application made last year, the current application is for the process building side of the planned development – pointing out that, in order to remain competitive and alive to the commercial market for cider, Heineken need to install more efficient up-to date equipment, planned in a more logical way on the site. The proposed building and plant will also allow the flexibility needed in the current market where variety in flavours, make up and appearance of cider have become key factors to success.

In response to questions on employment numbers, Pat explained that the importance of the project is Heineken reinforcing their confidence in this site based in Hereford, through this substantial investment programme, thereby confirming the presence of a major existing employer for the foreseeable future. Actual employment numbers, whether the same, or slightly up or down, will come out of development of detail still to be assessed.

I then gave a description of the scheme presently submitted for Planning Approval, using a full portfolio of the Application drawings and aerial view to explain the detail of the proposed development and to answer questions coming out of this.

The councillors were not unduly concerned that the planned extensions come closer to the boundary with the residential area of the 'Prime Minister' names roads, in terms of visual impact, as they understood and appreciated the thorough screening effect of the substantial fence and tall Leylandia hedge that forms this boundary. They did however say that they would be concerned if there was an increase in noise from the site. It was explained that the processes within the building will be very similar and, although the building will come closer to the boundary, the planned external wall and roof construction is more substantial and better insulated than the existing. Furthermore, it was explained that the treatment of the building envelope and equipment will be such that it must remain within existing permitted limits for sound measured at the boundaries of the site.

Other matters considered were the outfall of trade effluent/foul drainage and storm water drainage (which again will have to follow existing strict permissions) and also the general concerns within Hereford of the nuisance factor of the visiting seagull population. It was noted that the detailed development of buildings less receptive to these visitor was a collective aim that was in everyone's interest!

The meeting concluded with Ben and Councillor Liz Chave explaining the discussions they have had to date outlining plans for a meeting with local residents to explain the proposals and answer queries, address concerns etc. This has been planned for the evening of Monday 9 September and a mail drop invitation to various neighbouring roads has been agreed. It was subsequently noted that this has been booked in at the Cider Museum between 7.00-9.00pm on 9 September.

The Councillors expressed their gratitude for the time and opportunity that this informal meeting had given them, allowing them to appreciate the plans currently submitted to the Authority. They were unanimous in their support of the proposal and of what it meant for the future of the site.

I confirmed that I would be giving you this brief report back on the meeting and noted that they would also be giving you their own feedback.

I trust that you find this all of use. Any queries – please do not hesitate to give me a call on your return from leave. Please note that I will be available on Tuesday and Thursday of next week and then generally from Monday 2 September onwards.

Regards

**Fred Drabble**  
**Project Architect**



Norder Design Associates Limited, Beech Lawn, Green Lane, Belper, Derbyshire, DE56 1BY  
Telephone : 01773 824414 Fax : 01773 823305

Web Page : [www.norder.co.uk](http://www.norder.co.uk)

E-mail : [freddrabble@norder.co.uk](mailto:freddrabble@norder.co.uk)

Disclaimer : This message and any attachments are confidential and may be privileged. It is intended solely for the named addressee. If you have received this message in error, please notify the sender immediately and do not copy, forward or disclose its contents to any other party. Whilst every effort is made by Norder Design to ensure that the content of this message is free from viruses, no liability is accepted by our practice and your own independent tests on the attached should be carried out prior to opening.

---

This email has been scanned by the Symantec Email Security.cloud service.  
For more information please visit <http://www.symanteccloud.com>

---