

Appendix 3

4.8 Herefordshire's Rural Areas

4.8.1 The council's strategy for the rural areas outside Hereford and the market towns recognises the many challenges in securing their long term future in a sustainable manner. The concept of sustainability is based upon a range of social, economic and environmental factors which includes the presence of employment, market and affordable housing, facilities and services, access to sustainable transport, as well as factors such as social fabric reflecting community cohesion, interdependence and commitment.

4.8.2 Sustainable development is about positive growth. Improved sustainability is central to achieving a strong living and working rural Herefordshire and meeting objectives 1, 5, 8, 8a, 10 and 12 of the Core Strategy.

4.8.3 To achieve this aim, the rural policies seek to enhance the role the county's rural areas have traditionally played as accessible, sustainable centres for their rural catchments. Therefore the positive growth of settlements through the development of appropriate rural businesses and housing, including affordable housing, that contributes towards their maintenance and strengthening will be supported.

A housing strategy for Rural Areas based on Housing Market Areas (HMAs)

4.8.4 Within this large, predominantly rural county, different areas of Herefordshire have their own identities shaped by a variety of factors and affinities that have evolved through time. A significant aspect of this particular local character is the settlement pattern. As the pattern of rural settlements varies, a more localised approach to the rural areas has been developed for the Core Strategy.

4.8.5 The approach adopted builds upon work undertaken on Housing Market Areas (HMAs) through the *Strategic Housing Market Assessment 2008*, *Herefordshire Local Housing Market Assessment 2013* and *Local Housing Requirement Study 2012*. These assessments of Herefordshire's housing market have identified that there are spatial variations. The county can be divided into seven areas based upon common housing market characteristics including tenure, house type profile, incomes and affordability, and house prices. It also reflects geographical proximity, patterns of household movement (migration) and travel to work patterns. The seven Housing Market Areas of Herefordshire are illustrated in Figure 4.13.

4.8.6 The rural area of each HMA has differing future housing needs and requirements. The approach adopted in this plan sets out to respond to these needs and requirements in a flexible and responsive way. Together with the roll out of the neighbourhood planning agenda, this strategy will empower communities to evolve as sustainable places whilst respecting their fundamental rural character.

4.8.7 Herefordshire's seven HMAs are broadly focused on Hereford and the market towns (except for the Golden Valley) and utilise ward boundaries. The term 'rural HMAs' refers only to the rural parts of the defined HMAs.

Figure 4.13: The Housing Market Areas of Herefordshire



Housing Market Areas



Herefordshire
Council



Not to Scale

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4.8.8 Housing development in rural areas will be delivered through Neighbourhood Development Plans, any required Rural Areas Site Allocations Development Plan Document and a combination of existing commitments and windfall development. . The council's

Strategic Housing Land Availability Assessment indicates there is potential for the level of development proposed in this policy.

4.8.9 Past rates of housing completions in the rural areas suggest that this level of growth is appropriate and achievable. Historically it is evident that much rural housing has come forward on small sites, often for individual dwellings, being allowed through the application of planning policy rather than the allocation of housing sites. Additionally, significant numbers of new housing continues to be delivered through the conversion of rural buildings, many being redundant agricultural buildings on farmsteads. Paragraph 48 of NPPF indicates that an allowance may be made for windfall if there is compelling evidence that such sites have consistently become available in the local area and will continue to provide a reliable source. There is clear evidence over many years that such sites have delivered an important element of the county's housing supply and as such a modest windfall allowance for rural areas has been included of 1000 dwellings (50 per annum).

4.8.10 The minimum rural HMA target represents a level of growth for parishes, as a percentage and which is proportionate to existing HMA characteristics.

4.8.11 The *Rural Housing Background Paper* (March 2013) sets out in its Appendix 2 the assessment of each rural HMA undertaken. The data will be subject to review during the plan period.

4.8.12 All settlements identified in Figures 4.14 and 4.15 will have the opportunity for sensitive and appropriate housing growth. The primary focus for this housing will be in those settlements highlighted in Figure 4.14. In the remaining, typically smaller settlements of each HMA, as set out in Figure 4.15, particular attention will be given to ensure that housing developments should respect the scale, form, layout, character and setting of the settlement concerned. By virtue of their size and character many of these settlements do not have a traditional village or nuclear centre and in many cases have a dispersed settlement pattern which would need to be respected in the design of new housing proposals. This will ensure the delivery of schemes that are locally distinctive.

Policy RA1 – Rural housing distribution

In Herefordshire's rural areas a minimum of 5,300 new dwellings will be provided between 2011 and 2031 to contribute to the county's housing needs. The development of rural housing will contribute towards the wider regeneration of the rural economy.

New dwellings will be broadly distributed across the county's rural areas on the basis of seven Housing Markets Areas (HMA) and as illustrated in Figure 4.13 This acknowledges that different areas of Herefordshire have different housing needs and requirements.

The 5,300 dwellings will be delivered throughout the rural HMAs as set out in the table below. The indicative housing growth targets in each of the rural HMAs will be used as a basis for the production of neighbourhood development plans in the county. Local evidence and environmental factors will determine the appropriate scale of development.

Rural HMA	Approximate number of dwellings 2011 - 2031	Indicative housing growth target (%)
Bromyard	364	15
Golden Valley	304	12
Hereford	1870	18
Kington	317	12
Ledbury	565	14
Leominster	730	14
Ross on Wye	1150	14
	5300	

Housing in Herefordshire's settlements

4.8.13 National policy supports a sustainable approach to development in rural areas which is locally responsive, reflecting local housing needs with an emphasis on supporting services, employment and facilities in villages, avoiding new isolated homes in the countryside.

4.8.14 As set out earlier in this section, each rural HMA was evaluated through combining the application of a localised benchmark (median settlement size in each rural HMA), together with an assessment of services. This approach will enable settlements in the rural areas to accommodate appropriate and environmentally sensitive sustainable housing development in accordance with the National Planning Policy Framework.

4.8.15 One hundred and nineteen settlements have been identified across the county to be the main focus of proportionate housing development in the rural areas. These are listed in Figure 4.14. Within these settlements carefully considered development which is proportionate to the size of the community and its needs will be permitted.

4.8.16 Residential development will be located within or adjacent to the main built up area(s) of the settlement. This will ensure that unnecessary isolated, non-characteristic and discordant dwellings do not arise which would adversely affect the character and setting of a settlement and its local environment.

4.8.17 Given the importance of the Herefordshire landscape, and particularly the Malvern Hills and Wye Valley Areas of Outstanding Natural Beauty¹, new dwellings should make a positive contribution to their rural landscape by being built to a high standard, incorporating appropriate materials and landscaping. High quality design that is sustainable and reinforces the locally distinctive vernacular will be particularly encouraged. Innovative and/or contemporary design will also be supported where it is appropriate to its context, it makes a positive contribution to the architectural character of the locality and achieves high levels of sustainability in terms of energy and water efficiency, as set out in Policy SD1. All residential development proposals will need to consider the capacity of the drainage network in the area and the impact of future development on water quality in accordance with Policy SD4.

4.8.18 Residential development will be expected to contribute to the future housing needs of each HMA by providing an appropriate mix of dwelling types and sizes having regard to the *Local Housing Market Assessment* and other relevant evidence sources. Developments should be sensitively and inclusively designed to reflect the lifelong housing needs of the local community. They should also contribute, where appropriate, to the provision of infrastructure, affordable homes and improving community cohesion.

4.8.19 Housing affordability is a significant issue in rural Herefordshire. This situation is exacerbated by an existing housing mix that is heavily skewed towards higher value properties, together with demand from people moving to rural areas and restricted scope for new house building. As a result there is a need for market housing priced at a level that can be afforded by local people.

4.8.20 On this basis, housing proposals will be expected to reflect the range that is required for the settlement concerned. In relation to proposals that seek specifically to meet identified local housing needs, those proposed developments must be based on appropriate, compelling evidence of how the proposal meets that need. A planning obligation will restrict the occupation of dwellings on this basis to ensure their long term availability for those with local housing needs.

4.8.21 A proactive approach has been taken to neighbourhood planning within the county. At February 2015, there were 88 designated neighbourhood areas in the county and significant progress is being made in the production of neighbourhood development plans. These plans will be the principal mechanism by which new rural housing will be allocated. The proportional growth target within policy RA1 will provide the basis for the minimum level of new housing that will be accommodated in each neighbourhood development plan. The target represents a level of growth for parishes, as a percentage, that is proportionate to existing HMA characteristics. The main focus for development will be within or adjacent to existing settlements indicated within fig 4.14 and 4.15. In parishes which have more than one settlement listed in Figure 4.14 and 4.15 the relevant neighbourhood development plan will have appropriate flexibility to apportion the minimum housing requirement between the settlements concerned. This will allow for a locally flexible approach that will respect settlement characteristics, the distribution of local facilities and other local factors. This approach will accord with paragraph 55 of the NPPF which indicates that where there are groups of smaller settlements in rural areas, the development in one location may support

¹ Malvern Hills AONB Guidance on Building Design

services in a location nearby. The adoption of this approach will allow distinctive solutions which reflect the varied geographies in the county.

Policy RA2 – Housing in settlements outside Hereford and the market towns.

To maintain and strengthen locally sustainable communities across the rural parts of Herefordshire, sustainable housing growth will be supported in or adjacent to those settlements identified in Figures 4.14 and 4.15. This will enable development that has the ability to bolster existing service provision, improve facilities and infrastructure and meet the needs of the communities concerned.

The minimum growth target in each rural Housing Market Area will be used to inform the level of housing development to be delivered in the various settlements set out in Figures 4.14 and 4.15. Neighbourhood Development Plans will allocate land for new housing or otherwise demonstrate delivery to provide levels of housing to meet the various targets, by indicating levels of suitable and available capacity.

Housing proposals will be permitted where the following criteria are met:

1. Their design and layout should reflect the size, role and function of each settlement and be located within or adjacent to the main built up area. In relation to smaller settlements identified in fig 4.15 proposals will be expected to demonstrate particular attention to the form, layout, character and setting of the site and its location in that settlement and/or they result in development that contributes to or is essential to the social well-being of the settlement concerned;
2. Their locations make best and full use of suitable brownfield sites wherever possible;
3. They result in the development of high quality, sustainable schemes which are appropriate to their context and make a positive contribution to the surrounding environment and its landscape setting; and
4. They result in the delivery of schemes that generate the size, type, tenure and range of housing that is required in particular settlements, reflecting local demand.

Specific proposals for the delivery of local need housing will be particularly supported where they meet an identified need and their long-term retention as local needs housing is secured as such.

Figure 4.14: The settlements which will be the main focus of proportionate housing development

HMA			
Bromyard	Golden Valley	Kington	Ledbury
Bodenham Bodenham Moor Bredenbury Bringsty Burley Gate Hope under Dinmore Linton Pencombe Risbury Stoke Cross/Stoke Lacy Stoke Prior Whitbourne	Bredwardine Clifford Cusop Dorstone Ewyas Harold Longtown Michaelchurch Escley Moccas Peterchurch Preston on Wye Vowchurch	Almeley Brilley Eardisley Lyonshall Norton Canon Pembroke Staunton on Wye Shobdon Titley Whitney on Wye Winforton	Ashperton Bishops Frome Bosbury Colwall Cradley Eastnor Fromes Hill Lower Eggleton/ Newtown Putley Wellington Heath
Leominster	Hereford	Ross-on-Wye	
Adforton Bircher Brampton Bryan Brimfield Bush Bank Dilwyn Eardisland Kimbolton Kingsland Leintwardine Leysters Lingen Lucton Luston Monkland Orleton Richards Castle Shirtheath Weobley Wigmore Yarpole	Bartestree/Lugwardine Bishopstone Burghill Canon Pyon Cleghonger Credenhill Eaton Bishop Fownhope Hampton Bishop Holme Lacy Little Dewchurch Madley Marden Mordiford Moreton on Lugg Stretton Sugwas Sutton St Nicholas Swainshill Tarrington Tillington Wellington Westhope Withington	Bromsash Brampton Abbots Bridstow Crow Hill Garway Goodrich Gorsley Hoarwithy Kingstone Kingsthorpe Kings Caple Lea Linton Little Birch Llangrove Much Birch Much Dewchurch Much Marcle Orcop Hill Peterstow Pontrilas Pontshill St Weonards Weston-under-Penyard	Walford (Coughton) Whitchurch Wilton Winnal Woolhope Wormbridge Wormelow

Figure 4.15: Other settlements where proportionate housing is appropriate.

HMAs			
Bromyard	Golden Valley	Kington	Ledbury
Docklow Edwyn Ralph Hatfield Munderfield Ocle Pychard Pudleston Steensbridge Ullingswick	Abbeydore Bacton Blakemere Lower Maes-coed Priory Wood Rowlestone Tyberton	Hergest Holme Marsh Kinnersley Letton Staunton on Arrow Woonton	Canon Frome Coddington Eggleton Mathon Monkhide Much Cowarne Stretton Grandison
Leominster	Hereford	Ross-on-Wye	
Ashton Aymestrey Brierley Cobnash Combe Moor Eyton Ivington Kinsham Leinthall Earls Leinthall Starkes Little Hereford Moreton Mortimers Cross Middleton on the Hill Stapleton Upper Hill Walford Wharton Yatton	Burmarsh Breinton Byford Dinedor Dormington Grafton Kings Pyon Ledgemoor Little Tarrington Litmarsh Mansel Lacy Moorhampton Munstone Pipe and Lyde Preston Wynne Priors Frome Ruckhall Shelwick Shucknall Stoke Edith Twyford Common Vauld Westhide Weston Beggard Withington Marsh Yazor	Aconbury Allensmore Aston Ingham Bishopswood Broad Oak Brockhampton Cobhall Common Didley Glewstone Harewood End Howle Hill Kilpeck Llancloudy Llangarron Llanwarne Much Birch/The Axe and Cleaver Orcop Rushall St Owens Cross Symonds Yat (West)	Three Ashes Thrupton Upton Crews Welsh Newton Common

Housing in Herefordshire's countryside

4.8.22 National guidance emphasises the importance of not promoting unsustainable patterns of development in rural areas and avoiding the provision of new isolated homes.

4.8.23 Where appropriate, settlement boundaries (or a reasonable alternative) for those settlements listed in Policy RA2 will be defined in either neighbourhood development plans

Policy LD1 – Landscape and townscape

Development proposals should:

- demonstrate that character of the landscape and townscape has positively influenced the design, scale, nature and site selection, protection and enhancement of the setting of settlements and designated areas;
- conserve and enhance the natural, historic and scenic beauty of important landscapes and features, including Areas of Outstanding Natural Beauty, nationally and locally designated parks and gardens and conservation areas; through the protection of the area's character and by enabling appropriate uses, design and management;
- incorporate new landscape schemes and their management to ensure development integrates appropriately into its surroundings; and
- maintain and extend tree cover where important to amenity, through the retention of important trees, appropriate replacement of trees lost through development and new planting to support green infrastructure.

5.3.9 A number of landscape and townscape character assessments have been prepared supported by a Historic Landscape Characterisation and completed conservation areas appraisals. The *Landscape Character Assessment Supplementary Planning Guidance 2009* (SPD) will be reviewed during the plan period. The SPD will build upon the detailed evidence base documentation; including Natural England's Character Areas as well as more recently produced *Urban Fringe Sensitivity Analysis January 2010*, *Rapid Townscape Assessments (various)*, *Green Infrastructure Strategy February 2010* and other local studies covering the architectural and historic environment. In conjunction with the above, relevant Areas of Outstanding Natural Beauty Management Plans and associated guidance also provide more place-specific guidance which should inform development proposals from the outset.

5.3.10 The particular importance of trees is recognised within the planning system and the extent of tree cover is important to the county's landscape and townscape. Tree surveys and arboricultural impact assessments may be necessary where it is important to assess and protect existing trees on or adjacent to sites where development proposals are being advanced.

Biodiversity and geodiversity

5.3.11 Biodiversity can be defined as the variety of sites, habitats and species within a specified locality and is influenced by factors such as geology, topography and climate. Geodiversity refers to the natural processes and constituent parts that have shaped the landscape and includes minerals, soils and water. Geodiversity is the variety of rock, minerals, fossils, soils, landforms and natural processes that have shaped the landscape.

5.3.12 Biodiversity and geodiversity assets provide an important contribution to the distinctiveness of an area. Herefordshire has a diverse range of geological features and wildlife habitats such as the Malvern Hills, the River Wye, ancient woodlands and traditional orchards. Wildlife is not confined to designated sites and many features serve as wildlife corridors, links and stepping stones. Ecological networks are vital to the survival and dispersal of species. Herefordshire's biodiversity and geodiversity make a major contribution to the economy, supporting the tourism sector and providing a healthy and attractive environment for its residents.

or substantial harm to a heritage asset or its significance is outweighed by the public benefits of a development proposal which is allowed to proceed, developers shall, in a manner proportionate to its importance, record and advance understanding of the heritage asset. This evidence shall be made publicly accessible normally through Herefordshire Historic Environment Record, a museum or other local archive as appropriate.

Sustainable design

5.3.28 Good design embraces more than simply the aesthetics of new development and includes how buildings are used, accessed and constructed. Equally, for development to be considered sustainable, it must embrace the move to a low carbon future through designing buildings that are more energy and water efficient and increase the use and supply of renewables. Herefordshire Council will seek to ensure that future developments are designed to enhance local distinctiveness but without stifling innovation and creativity, particularly with regard to energy efficiency.

5.3.29 High quality design and well planned developments can enhance community cohesion through maintaining or creating a sense of place. New development should be designed to preserve and enhance locally distinctive characteristics and positively contribute to the appearance of the locality. To achieve this, it is important that new development is successfully integrated into the existing built, natural and historic environment; however recognising that architectural styles change over time. Policy SD1 does not seek to stifle architectural innovation, contemporary design or reject advances in design and technology.

Policy SD1 – Sustainable design and energy efficiency

Development proposals should create safe, sustainable, well integrated environments for all members of the community. In conjunction with this, all development proposals should incorporate the following requirements:

- ensure that proposals make efficient use of land - taking into account the local context and site characteristics,
- new buildings should be designed to maintain local distinctiveness through incorporating local architectural detailing and materials and respecting scale, height, proportions and massing of surrounding development. while making a positive contribution to the architectural diversity and character of the area including, where appropriate, through innovative design;
- safeguard residential amenity for existing and proposed residents;
- ensure new development does not contribute to, or suffer from, adverse impacts arising from noise, light or air contamination, land instability or cause ground water pollution;
- where contaminated land is present, undertake appropriate remediation where it can be demonstrated that this will be effective;
- ensure that distinctive features of existing buildings and their setting are safeguarded and where appropriate, restored;
- utilise physical sustainability measures that include, in particular, orientation of buildings, the provision of water conservation measures, storage for bicycles and waste including provision for recycling, and enabling renewable energy and energy conservation infrastructure;
- where possible, on-site renewable energy generation should also be incorporated;
- create safe and accessible environments, and that minimise opportunities for crime and anti-social behaviour by incorporating Secured by Design

- principles, and consider the incorporation of fire safety measures;
- ensuring designs can be easily adapted and accommodate new technologies to meet changing needs throughout the lifetime of the development; and
- utilise sustainable construction methods which minimise the use of non-renewable resources and maximise the use of recycled and sustainably sourced materials;

All planning applications including material changes of use, will be expected to demonstrate how the above design and energy efficiency considerations have been factored into the proposal from the outset.

5.3.30 High quality design can significantly enhance the environment and amenity for new residents. Equally, the amenity and quality of life for existing residents can be adversely affected by insensitive, poorly considered design. To address this, buildings, extensions and spaces must be designed with regard to overlooking, overshadowing and overbearing impacts. Additionally, ensuring that new development is compatible with the surrounding locality requires more than simply scale and aesthetic qualities, and includes consideration of the impacts of noise and artificial light, ground conditions and air quality.

5.3.31 All developments must demonstrate how they have been designed and how they have incorporated measures to make them resilient to climate change in respect of carbon reduction, water efficiency and flood risk. Carbon reduction should influence design from the outset by ensuring the fabric of the building is as energy efficient as possible, for example, attaining thermal efficiencies through construction that achieves low U values and fuel efficiencies through the use of services such as efficient boilers. Good site planning can also aid greater energy efficiency in new development, for example, by seeking to maximise solar gain.

5.3.32 Revisions to the Building Regulations are introducing progressive increases in the energy efficiency requirements for new buildings. In terms of energy conservation, developments in sustainable locations that achieve accredited standards of energy conservation which cover a range of sustainability criteria will be supported, particularly where the level achieved materially exceeds the relevant Building Regulations and other relevant standards in place at the time.

5.3.33 Large-scale developments should demonstrate how opportunities for on-site renewable energy generation and sustainable waste management have also been considered and addressed within the design of the scheme. Such details should include an appraisal of all suitable renewable energy technology. Other developments will also be encouraged to consider whether on-site renewable energy opportunities might be available. Alongside this, the council supports the provision of renewable and low carbon technologies within existing developments, subject to such proposals according with other policies of the Core Strategy.

5.3.34 The efficient use of land is encouraged in the design policy; however it does not specify minimum development densities; these are referenced in Policy SS2. It is recognised that in highly accessible locations development proposals may be more sustainable and viable if constructed to higher densities than usually found elsewhere in the county, provided there is no detrimental impact upon existing local amenity. However in most instances, appropriate density will primarily be informed by the local context as well as site opportunities and constraints.