

# MASTER PLAN FOR HEREFORD CITY

Hereford Civic Society is seeking your help to create a Development Master Plan for Hereford City. There seems to be widespread agreement that we need one but despite input from a wide variety of sources including Hereford Business Improvement District (BID); Vision 2020; Marches Local Enterprise Partnership (LEP); various lobby groups; the City Council and indeed ourselves at Hereford Civic Society, development still appears to be debated and decided on a project by project basis, rather than as an integral part of an overall strategic development master plan.

We want your input – this document is no more than a starting point showing some of our ideas. We want you to let us have your ideas, we want you to get out your felt tip pen and mark up the map, we want you to tell us how your city should develop over the next few years.

We have put together some ideas and comments to assist you; they are a collection of comments that have been made to us but don't be limited by these lists. If you have a passion, then please share it with us. Your proposals will be presented to the candidates standing for

election in the 2019 local elections, the Hereford Times and the local business forums. We want the new Herefordshire Council administration and Hereford City Council to have a clear mandate to work with local enterprises to develop a City that we can all be proud of.



demountable car parks?

### The HEREFORD we already enjoy...

- The Cathedral
- Courtyard Arts Centre
- Widemarsh Street
- Centrally located bus stands
- Individual retail areas and independent shops
- Lively night time economy
- Hereford FC
- Museum, Library (with scope for huge improvement)
- Cider Museum
- Skylon Enterprise Zone
- Old Market Development
- Castle Green and views out

### Most of us would AGREE that...

- Decent public realm is good for us all
- Car transport is convenient and comfortable
- Congestion is irritating
- Exercise, walking and cycling are beneficial
- Vehicles, especially diesel lorries, are polluting.
- Parking is an irritant and difficult to access
- The City will grow with private sector development
- The Council will deliver less and outsource more due to financial constraints

### The HEREFORD we do not like...

- New City Link Road
- The abundance of small car parks
- The signage and general clutter in High Town



rickshaws?

- Commercial Street's empty shops and overall appearance
- Disconnected cycle routes
- Unpredictable traffic congestion
- The lack of information from Herefordshire Council
- Poor, albeit improving, consultation processes
- Train services, especially to Birmingham, Bristol and London
- The reductions to public bus services
- Too many traffic lights

### Some ideas we could implement...

- Transport interchange at the station
- Strategically located car parks on the periphery of the City
- The integration of NMiTE within the City
- Less or no traffic in the central core
- Recognition of our City Wall and the re-creation of our historic gateways
- Better train services to Birmingham, London and Bristol
- A greener City
- Better access to the river from Left Bank to Castle Green
- More activities in the public realm – big screen; street cafes; entertainment etc.
- Shared space

### Some ideas we can only wonder about...

- Timing of arrival of autonomous and electric vehicles
- Timing of the ban on use of private vehicles in cities

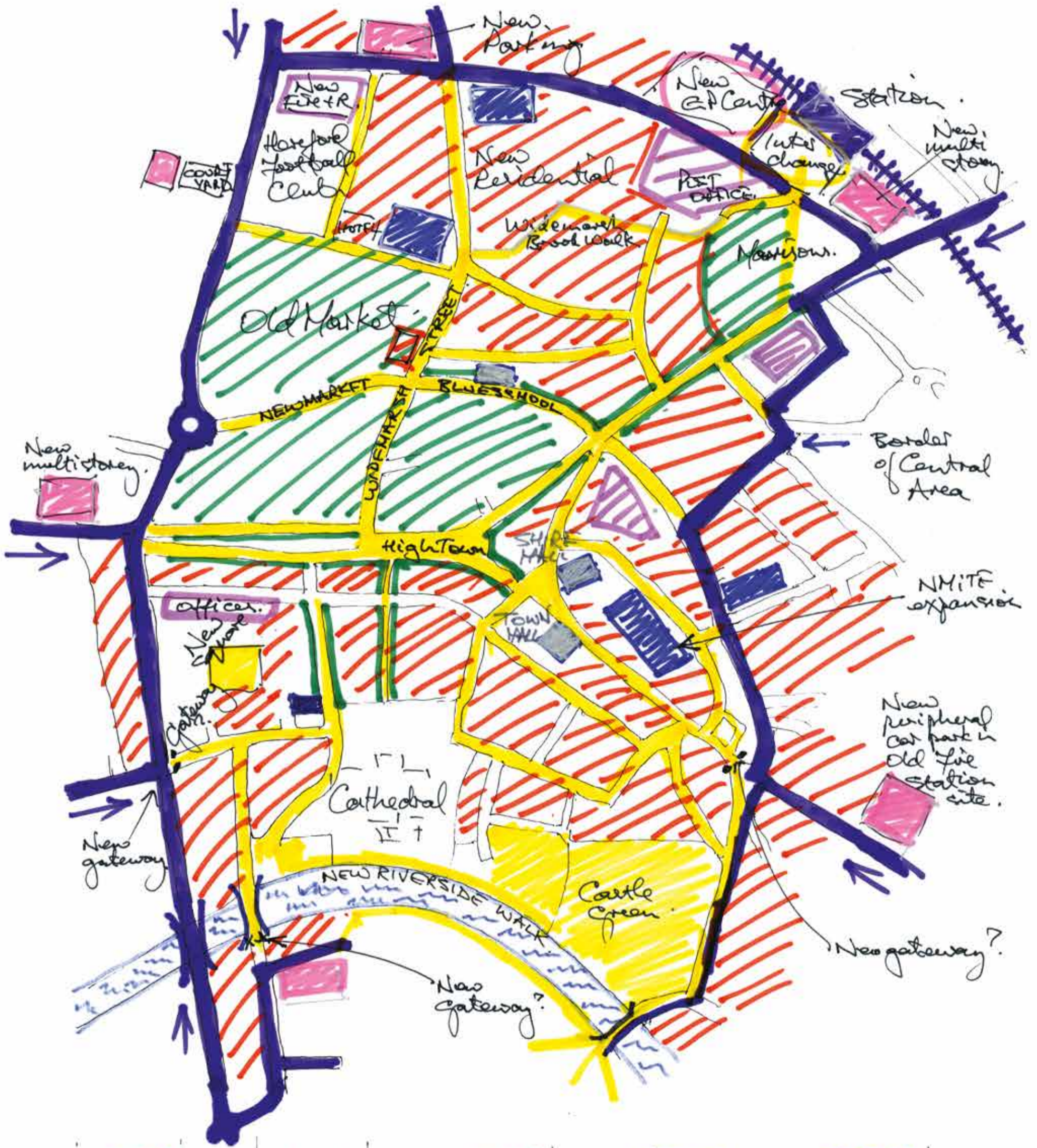


riverside walk?

- The whole effect of Artificial Intelligence
- The success of NMiTE
- The growing influence of social media
- Changing style of education and training
- The need for positive leisure time activities and opportunities
- The increasing engagement of youth
- Power and influence of major companies
- The continuing reduction in public services

We are asking these questions encouraged by the fact that official reports are also questioning Hereford's development. In February 2018 - Local Government Peer Review reported "It is not completely clear where strategic thinking and strategic decision making happens (in Herefordshire Council)". In April 2018 - Historic England's Urban Review Panel reported after 10 years and was not complimentary about progress on a number of fronts. (Both these reports are summarised in PLACE Summer 2018 and on our web site – [www.herefordcivicsociety.org.uk](http://www.herefordcivicsociety.org.uk)) In May 2018 our own Upcycling Cycling event developed a manifesto - PLACE Summer 2018





NOW ADD YOUR IDEAS AND LET'S GET OUR POLITICIANS MOTIVATED



# MASTER PLAN FOR HEREFORD CITY

**This is a plan for plus 15 years - we must think beyond the immediate horizon... We need to accept that technology is fast changing our very way of life - Artificial Intelligence (AI) is increasingly influencing the way in which we live. Communication is now largely restricted to email and text messaging, not by the spoken word. How do we prepare our City when it is difficult to forecast the pattern of life in five, let alone fifteen years' time?**

Nationally and locally our high streets have declined at a rate that is far greater than was ever forecast. Our future plans must not only be realistic but adaptable.

We have an emerging university that that will deliver the engineers of the future. Given the success of that venture, alongside our already successful colleges, how do we cater for the young people who will choose our City for their education? We want to attract businesses to our county that bring new jobs

and enhanced wages. How do we integrate these new businesses, where will their employees live, who will provide the support services required, who will shape this plan that extends well beyond our own personal bubble? We have the bones we need to joint them together in a better way (public realm – Council's responsibility) and provide opportunities for business to dress the body with attractive buildings (the private sector) Changes in responsibility? Ten years

or so ago many of the questions we ask would have been answered, developed, changed or perhaps ignored by the local authority. That is in the past – Herefordshire Council might well be financially solvent today but they are now confined, in the main, to the delivery of minimal levels of statutory services. It is likely that the City and Parish Councils will provide local services and support local social enterprises and charities that serve those less fortunate than others.



riverside promenade?



for our approach roads?



easy for pedestrians

## YOUR COMMENTS – A CALL TO ACTION

**Now we are asking for your input, your suggestions as to what will make Hereford City the great place that we all know it should be, the great place we want it to be.**

**Let us have your comments, by letter or email to the addresses below. We would also like you views on our city centre sketch. Is this how you envisage our City? We would like to receive them by the end of this year in order that we can collate and publish the results in our Winter edition of PLACE in January 2019.**

**These will stimulate our political candidates to make sure their plans are written down and discussed at our Hustings meeting on 11th April 2019 at the University Centre, Folly Lane, before the local elections in May.**

### Current Herefordshire County Councillors

Cllr. M Lloyd-Hayes	Aylestone Hill	It's Our County	mlloyd-hayes@herefordshire.gov.uk
Cllr. C R Butler	Bobblestock	Conservative	clive.butler@herefordshire.gov.uk
Cllr. L Tawn	Central	It's Our County	lctawn@gmail.com
Cllr. D B Wilcox	College	Conservative	bwilcox@herefordshire.gov.uk
Cllr. C A North	Eign Hill	Independent	cath.north@herefordshire.gov.uk
Cllr. A J W Powers	Greyfriars	It's Our County	anthony.powers@herefordshire.gov.uk
Cllr. C Chappell	Hinton & Hunderton	Independent	cchappell@herefordshire.gov.uk
Cllr. A R Round	Holmer	Independent	andrew.round@herefordshire.gov.uk
Cllr. S P Anderson	King's Acre	Conservative	stuart.anderson@herefordshire.gov.uk
Cllr. P Edwards	Newton Farm	Independent	pjedwards@herefordshire.gov.uk
Cllr. P Rone	Redhill	Conservative	prone@herefordshire.gov.uk
Cllr. M T McEvilly	Saxon Gate	Conservative	mark.mceville@herefordshire.gov.uk
Cllr. J Kenyon	Tupsley	Independent	jkenyon@herefordshire.gov.uk
Cllr. S Michael	Whitecross	It's Our County	smichael@herefordshire.gov.uk
Cllr. P A Andrews	Widemarsh	Lib Dems	paandrews@herefordshire.gov.uk

### Local Political Parties

Hereford & South Herefordshire Conservatives	office@herefordconservatives.co.uk
Hereford & South Herefordshire Labour	chair@herefordshirelabour.com
Herefordshire Liberal Democrats	info@herefordlibdems.com
Herefordshire Green Party South	diana.toynbee@greenherefordshire.org.uk
Herefordshire Green Party North	felicity.norman@greenherefordshire.org.uk
It's Our County	aseldon@herefordshire.gov.uk

David Fowler  
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01981 541058

John Bothamley  
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01981 580002

Hereford Civic Society is a non-political organisation and will be making your points to all candidates.

**October 2018**