A sense of hope for Hereford

The Wye's waters have, for centuries, fuelled and flowed through the dreams of generations.
They talk about wage crises, age imbalances, soaring house prices and brain drains:
but the Herefordian lifeline won’t be dredged easily.

The potential flows beneath us.
The Wye anchors a community ready to shine, an idyllic landscape, an expanse of space, remote but tight-knitted.
Some might say culturally promising but social neglected.
It's filled with potential of all kinds:
that frustrated, flat-capped butcher I met on Widemarsh Street,
the guitarist outside M&S who looks for intrigued ears and eyes,
the Friday-night pub hounds who've had three too many;
that community:
tremulously private for some.

It's a land brimming with potential, brought together naturally on the banks of the Wye.
We just need to channel it in the right way.

It means feeding the arts:
15 minutes away from a shop, 15 minutes away from a doctor, but are we 15 minutes away from culture?
Probably not – it looks like the budget has been slashed again, hasn't it?
Support the spaces in between, bridge both sides of the river and galvanise new talent.
Reignite the ancient embers:
the county’s folk are electrified with ideas.

Plenty of potential here.
Highlight that it's a unique place.

Rob Guthrie

Workshop words

Support the spaces in between
Human resources are wasted
Creative energies and skills of local and young people
The river reimagined
Social value
Retain the balance of a unique place but still providing opportunities
Low cost travel
Cultural centre
To walk, to cycle , Lack of a plan
Brain drain , Empty shops
Low wages, high house prices
Imbalance of ages
We can thrive
Doesn't feel like a community space, feels like a private space.
Local life can thrive
Changes can be made
A lot of people want change but we need actual action
Desire for vibrant culture
Meaningful, effective consultation
What creates value?
How do we measure it?
Spacious
Cut off
Local
Beautiful
Isolated
Transformational potential of NMITE
River potential
Multi story cultural space
Do we step in and fill the gap?
Recognise and benefit all of the people
We are all stronger if there is a vibrant culture
Bring visitors in
One of its wonders is being so far from the motorway
15 mins from a shop, 15 mins from a doctor, what about 15 mins from culture?

Chantelle Pugh

Actual Action

We have a desire for growth and change But are held back by a lack of actual Action A stronger town needs stronger support. Support from the creative energies and skills of local people

We are a cultural centre, a community space. That sometimes feels like a private place. Stuck in a brain drain, a one way lane. But we can thrive, restore the imbalance of ages

We have big visions for Hereford. Although we are isolated, *w*e are beautiful. We the young will return and we'll return with Actual Action.

Martin Koveckis