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- **Appendix 2**
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- **Appendix 5**
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- **Appendix 6**
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  - Jesse Norman MP letter
  - NMITE university letter
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• **Appendix 7**
  
  ○ Monitoring plan
Appendix 1- Equality Impact Assessment

Herefordshire Council

Equality Analysis (EIA) Form

A) Description

Name of service, function, policy (or other) being assessed

University City – Transport Package

Directorate or organisation responsible (and service, if it is a policy)

Economy, Communities & Corporate Directorate Services, Sustainable Transport

Date of assessment

June 2017

Names and job titles of people carrying out the assessment

Jeremy Callard, Transport Strategy Manager

Accountable person

Steve Burgess, Head of Transportation and Access

What are the aims or main purpose of the service, function or policy? What does it provide and how does it provide it?

Provision of sustainable transport infrastructure including pedestrian and cycle route improvements, crossing facilities and signing and support for real time information for bus services. The aims of the package are to enable more short trips to be undertaken by walking, cycling and public transport to support the establishment of the new university, development at the Hereford Enterprise Zone and new homes. By providing alternative access to the existing congested highway network and supporting transfer of trips from car based travel to active modes and public transport
This package will support a number of important outcomes:

- Easing congestion
- Economic growth through more efficient transport network and development of key employment location
- Enable earlier delivery of homes
- Provide safer access for pedestrians and cyclists
- Support healthier lifestyles

**Location or any other relevant information**

Hereford city and routes into the city.

**List any key policies or procedures to be reviewed as part of this assessment.**

None — this a capital project to improve infrastructure in line with best practice in highways design.

**Who is intended to benefit from the service, function or policy?**

All residents and visitors will benefit from reduced congestion and better access to education, employment and training. Economic growth and reduced congestion will benefit all residents, road users and particularly local businesses. Specific elements will benefit young and low income job seekers, local businesses and their employees, primary and secondary school children and local residents in general and specifically older women.

**Who are the stakeholders? What is their interest?**

Hereford University and future students — the package has been developed to integrate with the plans for the university improving access between key sites which include the city centre campus and Hereford Enterprise Zone.

Hereford city residents — city congestion is perceived as a problem by residents and a barrier to growth in the city.

Countywide residents and visitors to the city - improved environment, reduced congestion.

Employers — travel for business times and reliability are a matter of concern for existing businesses and perceived to be a barrier to attracting new business.

Public Health teams — childhood obesity due in part to lack of exercise is a corporate priority as is living and aging well i.e. keeping older people (50+) active longer in order to reduce costs associated with ill health in later older years (post 69 yrs ).
B) Partnerships and Procurement

If you contract out services or work in partnership with other organisations, Herefordshire Council remains responsible for ensuring that the quality of provision/delivery meets the requirements of the Equality Act 2010, ie.

- Eliminates unlawful discrimination, harassment and victimisation
- Advances equality of opportunity between different groups
- Fosters good relations between different groups

What information do you give to the partner/contractor in order to ensure that they meet the requirements of the Act? What information do you monitor from the partner/contractor in order to ensure that they meet the requirements of the Act?

The principal delivery partner will be BBLP through the Public Realm contract. This contract and the Annual Plan through which these works will be programmed is subject to its own Equality Impact Assessment and these are scrutinised by the executive through its annual consideration of programme.

Are there any concerns at this stage that indicate the possibility of inequalities/negative impacts? For example: complaints, comments, research, and outcomes of a scrutiny review. Please describe:

No. The package schemes are all intended to improve conditions for walking, cycling and public transport. In general, these are modes of transport that are favoured by people who may not be able to afford private car ownership or multiple cars within families, older people and people with disabilities (bus services are free to these groups through the concessionary travel scheme). Hence, on balance it is considered that this package will have a positive impact on addressing inequalities.

C) Information

What information (monitoring or consultation data) have you got and what is it telling you?

Information on the need for further improvements to the sustainable transport network has arisen from a number of sources including the local transport plan and surveys carried out for the Destination Hereford programme of behavioural change. Consultations with key stakeholders and delivery partners including consultation around existing transport
improvement schemes have helped us identify routes and facilities which will provide further support for walking, cycling and public transport uses. The package has been optimised to address these issues and will primarily help support the integration of the new university facility within the city, enabling more journeys to be made efficiently and by active modes which will promote health and wellbeing and reduce the impacts of car based traffic.

D) Assessment/Analysis

Describe your key findings (eg. negative, positive or neutral impacts - actual or potential). Also your assessment of risk.

<table>
<thead>
<tr>
<th>Strand/community</th>
<th>Impact</th>
</tr>
</thead>
<tbody>
<tr>
<td>Children</td>
<td>A positive impact with aspects of the package providing direct support for travel to school.</td>
</tr>
<tr>
<td>Young people and students</td>
<td>The package will improve access to the FE colleges at Aylestone Hill and will assist new students attending the new engineering university.</td>
</tr>
<tr>
<td>Women</td>
<td>The bid will enable more women to access opportunities for education, training and employment, particularly those on low incomes. Also the bid will enable more women and their children to experience the health benefits of active travel.</td>
</tr>
<tr>
<td>Disabled</td>
<td>The route improvement schemes will include improved crossing which will be designed to assist disabled access. The public realm enhancement works will address poor quality infrastructure in the pedestrian environment providing better, safer access for people with mobility difficulties.</td>
</tr>
<tr>
<td>Older People</td>
<td>Walking in particular is a valuable means of maintaining mobility and independence. Some older people may be unable to drive due to health conditions, but creating convivial and connected, comfortable walking and cycling environments will enable them to maintain their independence. Part of the project aims to encourage bus travel which can be a key form of travel for many older people. In particular we are looking into ‘real time’ travel information display boards. These make it easier for everyone to use buses.</td>
</tr>
<tr>
<td>Commuters</td>
<td>A large part of this project will be working with a range of employers across the city to encourage staff to consider active travel options. This will enable commuters to save money on their travel as well as enjoying the health benefits that active travel can bring. Additionally walking and cycling as leisure activities for the whole family will be encouraged, making the population more active and healthy as a result.</td>
</tr>
<tr>
<td>Low income groups</td>
<td>Many of the large employers that we will be working with have large numbers of people on low wages. This bid will enable such workers to save money on their travel to and from work as well as providing health benefits through active travel. Additionally we will be working with young job seekers to support them to access employment via sustainable transport methods.</td>
</tr>
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</table>

E) Consultation

Did you carry out any consultation? Yes ☒ No ☐
Who was consulted?

The local transport plan was subject to full public consultation prior to adoption by the council. Key stakeholders and potential delivery partners including the NMITE, housing developers, the Hereford Enterprise Zone, Marches Local Enterprise Partnership, HBID, cabinet member. Full consultation will be undertaken as schemes go through development process ensuring that people will be able to comment on the design and help ensure that the schemes meet the needs of the local community.

Describe other research, studies or information used to assist with the assessment and your key findings.

Not at this stage. However, important engineering references and processes which help improve the design and delivery of walking and cycling schemes will be utilised in the design of package schemes. These will inform such elements as shared space, integrating cyclists with pedestrians, ensuring designs provide good access for people with various disabilities.

Do you use diversity monitoring categories? Yes ☒ No ☐

(if No you should use this as an action as we are required by law to monitor diversity categories)

If yes, which categories?

☒ Age
☒ Disability
☐ Gender Reassignment
☐ Marriage & Civil Partnership
☐ Pregnancy & Maternity
☐ Race
☐ Religion & Belief
☐ Sex
☐ Sexual Orientation

What do you do with the diversity monitoring data you gather? Is this information published? And if so, where?
Information on the efficacy of public realm schemes is particularly relevant in terms of whether or not they support younger people and older people and people with disabilities – navigating transport networks can be particularly difficult for these groups and hence we need to understand how they can be best accommodated within delivery of physical transport improvement schemes such as those included in this package.

F) Conclusions

1. The University City Transport Package bid aims to promote walking and cycling and bus use amongst the whole population and provide the infrastructure to make active travel options practical and safe. This will support a number of benefits relevant to promoting equality:
   a. Healthier lifestyles
   b. More affordable transport solutions
   c. Reducing environmental impacts of car travel
   d. Better access for people with disabilities
   e. Improving access to work opportunities
   f. Improving access to education opportunities
   g. Improving access to health and other services focused in the city centre

2. We do not believe there to be any negative impacts upon any particular groups of residents. However we will continue to monitor impacts and review the situation as the project progresses.
Appendix 2- Risk management strategy and risk register

Herefordshire Council’s risk management strategy can be found:

https://www.herefordshire.gov.uk/downloads/download/64/performance_risk_and_opportunity_management_framework
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<td>Mitigation Action</td>
<td>Allowance made for reasonable period within programme via early involvement of decision maker following successful bid.</td>
<td>Provide data requirements at inception to co-ordinate inter-project projects (HCTP, HTvey, HTP, NITE, Access Fund)</td>
<td>Project management and strength in depth of project team</td>
<td>Project management and strength in depth of project team</td>
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<td>Delays, lower technical quality of work</td>
<td>Delays, lack of agreement to proposals</td>
<td>Delays, lack of agreement to proposals</td>
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## Appendix 3 - Funding profile

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<td><strong>University City Transport Package</strong></td>
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<tr>
<td>Herefordshire Council Committed Schemes</td>
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<td></td>
<td>£000's</td>
</tr>
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<td>St Owen Street Cycle Contraflow</td>
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<td>375</td>
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</tr>
<tr>
<td>On Street Parking/Residential Parking charges</td>
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<td>HEZ – Straight Mile Cycle Scheme</td>
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<td>600</td>
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<td>Cycle Signage (DH3)</td>
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<tr>
<td>Real Time</td>
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<tr>
<td>High Town</td>
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<tr>
<td><strong>Total Local Contribution</strong></td>
<td>1710</td>
<td>1020</td>
<td>700</td>
<td>3430</td>
</tr>
</tbody>
</table>

| **NPIF Bid Schemes** |        |        |        |       |
| University to HEZ Connectivity (B2) | 300     | 500     | 800     |       |
| GWW Improvements (B6) | 150     | 350     | 500     |       |
| Old Bridge Cycle/Ped Improvement (C2) | 100     | 200     | 300     |       |
| Network route signage | 75      | 75      | 150     |       |
| Colleges Link | 50       | 200     | 250     |       |
| High Town 3 & 4 - Accelerating delivery | 1500    | 1487    | 2987    |       |
| **Total Bid Amount** | 2175    | 2812    | 4987    |       |

**Total Package** | 1710    | 3195    | 3512    | 8417  |
Appendix 4- Forecasting, Pro-forma, AST and BCR

NPIF modelling and forecasting methodology

- Base year flows (2016) for internal trips established using Hereford SATURN model (validated to WebTAG standards 2016) for the AM (8am-9am), PM (5pm-6pm) and inter-peak period (average hourly flow between 10am-3pm);
- Trips between and within four sectors of Hereford City were used to establish base trip matrix:
  - North West- Whitecross, Three Elms
  - North East- Tupsley, Aylestone Hill, City Centre
  - South West- Belmont, A465 corridor
  - South East- HEZ, Lower Bullingham
- TEMPro used to factor up base flows for 2016 to 2020, producing a ‘do-minimum’ flow scenario;
  - AM peak factor- 1.0487
  - Inter-peak factor- 1.0464
  - PM peak factor- 1.0539
- Census 2011 data was used to establish the distance to work by mode to determine the difference in modal share for car journeys between <2km and 2km-5km in length. This factor was then used to determine the change we could achieve from the implementation of the scheme:
  - The full factor (25% reduction in car use) was not considered to be applicable as we are not proposing to change the route distance.
  - However, from the full factor we developed reduced factors - to reflect positive changes in perception of distance, time and safety delivered by the package - to forecast the impact of the package on different intra and inter-sector car journeys. These factors were applied to am and pm peak hour and average inter-peak hour flows and produce a 3.8% reduction in daily intra-city car journeys which in turn represent about half of all car journeys in the city.
  - The diagram below shows the allocation of the factors to specific short distance car journeys based on the likely impact of the package on each sector to sector, and intra-sector, movement. The impact was established through consideration of the location of the package element and the effect of the element on safety and ease of use by walkers and cyclists.
### Factors used to forecast reduction in Hereford short distance car journeys

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<th>NW</th>
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<td>0.0%</td>
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<tr>
<td>NW</td>
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</table>

- The process and data described above provided us with ‘do-something’ flows;
- ‘Do-something’ flows were fed back into the Hereford SATURN model and provided results change in for average network speed and total network delay resulting from the HUCTP;
- Using these results we were able to calculate the total number of vehicles, total distance (Vehicle kms) and total time (vehicle hours) for both ‘do-minimum’ and ‘do-something’ scenarios and levels of benefit from the package.

### NPIF AST methodology

- Total time savings are an output from the modelling and forecasting as described above;
- Total time saving across 12hr period (3x AM, 6x Inter-peak and 3x PM) calculated;
- Values of time used from DfT data book (A1.3.1);
- Values times by total hours saved over 12hour period;
- Distribution of time band savings were taken from the AST for the HTP, used in the local majors bid*;
  - *assumption that these will be the same.
- Non-traded CO2 is an output from the BCR toolkit;
- Traded CO2 is an output from the Hereford SATURN model.
## Appraisal Summary Table

<table>
<thead>
<tr>
<th>Name of scheme:</th>
<th>Hereford University City Transport Package</th>
</tr>
</thead>
<tbody>
<tr>
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<td>Sustainable mode measures to enhance connectivity between Hereford city centre, including the NMITE University, and the Hereford Enterprise Zone and the Lower Bingham strategic urban housing site</td>
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<tr>
<td>Organisation</td>
<td>Herefordshire Council</td>
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<tr>
<td>Role</td>
<td>Promoter</td>
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### Impacts

#### Business users & transport providers
- Improvements in journey time and JI reliability on A49 trunk road through reduction in short distance vehicle trips

#### Reliability impact on business users
- Improvements in journey time and JI reliability on A49 trunk road through reduction in short distance vehicle trips

#### Regeneration
- Contribution to long-term regeneration through improvements in journey time and JI reliability, encouraging and enabling the creation of additional jobs and protecting existing employment

#### Water impacts
- Improved transport conditions on A49 trunk road leading to:
  - Quieter and rougher connecting journeys with markets
  - Enabling businesses to collaborate and develop supply chain and customer relationships
  - Enabling people to access a wide selection of job / training opportunities, and
  - Being resilient to disruption by providing a genuine choice of routes and modes

#### Noise
- The reduction in vehicle flows will lead to reductions in noise on the A49

#### Air Quality
- The reduction in vehicle flows will lead to improvements in air quality in the Hereford AQMA

#### Greenhouse gases
- The reduction in vehicle flows will lead to reductions in emissions in the A49 corridor

### Summary of key impacts

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<tr>
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<th>Qualitative</th>
<th>Monetary £(NPV)</th>
<th>Distributional 7-pi scale/vulnerable grp</th>
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<td>1845.52</td>
<td>Sight beneficial</td>
<td>1845.52</td>
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<td><strong>Net journey time changes</strong> (k)</td>
<td>0 to 2min</td>
<td>2 to 5min</td>
<td>&gt; 5min</td>
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<td>209.56</td>
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### Economy

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<td><strong>Value of journey time changes</strong></td>
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<td>209.56</td>
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### Environmental

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<td><strong>Net journey time changes</strong> (k)</td>
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### Social

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<tr>
<td></td>
<td>Reliability impact on Commuting and Other users</td>
<td>Improvements in Jt reliability on A49 trunk road through reduction in short distance vehicle trips</td>
<td>Beneficial</td>
<td></td>
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<tr>
<td></td>
<td>Physical activity</td>
<td>Improvements in physical activity levels for commuters and other users</td>
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<tr>
<td></td>
<td>Journey quality</td>
<td>Improvements in journey quality for walkers, cyclists and bus users</td>
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<td></td>
</tr>
<tr>
<td></td>
<td>Accidents</td>
<td>Reductions in accidents involving walkers and cyclists</td>
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<td></td>
</tr>
<tr>
<td></td>
<td>Security</td>
<td>Security benefits for walkers and cyclists from improved public realm</td>
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<td></td>
<td>Access to services</td>
<td>Improved access to services for those without a car</td>
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<tr>
<td></td>
<td>Affordability</td>
<td>Improved affordability of travel for those in areas of social deprivation without access to a car</td>
<td>Sight beneficial</td>
<td></td>
</tr>
<tr>
<td></td>
<td>Severance</td>
<td>Reductions in severance in the A49 corridor</td>
<td>Sight beneficial</td>
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</tr>
<tr>
<td></td>
<td>Option and non-use values</td>
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<td>Neutral</td>
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<td>Accessibility</td>
<td>Cost to Broad Transport</td>
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<td></td>
<td>Indirect Tax Revenues</td>
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## Results

### Analysis of Monetised Costs and Benefits (in £’000)

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<thead>
<tr>
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<tbody>
<tr>
<td>Noise</td>
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<td>Local Air Quality</td>
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<td>Physical Activity (incl. absenteeism)</td>
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<td>Present Value of Benefits (PVB)</td>
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<td>Present Value of Costs (PVC)</td>
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### Benefit Cost Ratio (BCR)

9.65
## Appendix 5- Project Plan

### University City Transport Package Project Plan

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<th>2017/18</th>
<th>2018/19</th>
<th>2019/20</th>
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<tr>
<td>Quarters</td>
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<td>Q2</td>
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<td>University City Transport Package</td>
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<td>LOCAL CONTRIBUTION ELEMENTS</td>
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<td>St Owens St cycle contraflow</td>
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<tr>
<td>On street charging (historic core)/Residential parking</td>
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<tr>
<td>HEZ Straight Mile shared use path</td>
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<td></td>
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<tr>
<td>Cycle signing</td>
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</tr>
<tr>
<td>Real Time Passenger Information</td>
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<tr>
<td>High Town (Public Realm Enhancement) *</td>
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<tr>
<td>NPIF FUNDED ELEMENTS</td>
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<tr>
<td>University to HEZ connectivity</td>
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<tr>
<td>Great Western Way schemes</td>
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<tr>
<td>Riverside Routes (Old Bridge)</td>
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<td>Route signing</td>
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<tr>
<td>Further Education Colleges links</td>
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<td>High Town (Public Realm Enhancement) *</td>
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### UCTP Milestones Key

- ★ Cabinet Member report
- ◆ Traffic regulation orders
- ◆◆ Informal consultation
- ◆◆◆ Formal consultation

* Consultation on High Town Public Realm Enhancement undertaken 2016/17
Appendix 6- Letters of support

The Marches Local Enterprise Partnership
Cameron House
Knights Court, Archers Way
Battlefield Enterprise Park
Shrewsbury, SY1 3GA
(01743) 462025

Cllr Anthony Johnson
Leader, Herefordshire Council
P.O. Box 238, Plough Lane
Hereford, HR4 0WZ

19th June 2017

Dear Tony

Marches Local Enterprise Partnership support for the Herefordshire Council bid for National Productivity Infrastructure Funds

I write in regard to the bid which your Council is making to the Government for National Productivity Infrastructure Funds (NPIF).

I am happy to see that the work included in the Hereford University City Transport Package bid will comprise sustainable mode measures to enhance connectivity between Hereford city centre, including the NMITE University, the Hereford Enterprise Zone and the Lower Bellingham strategic urban housing site. I note some of the benefits from this package include reduced congestion and improved journey time reliability, reduced operational costs to the haulage industry and supply chain, increased housing development at the strategic housing site, improved air quality and improvements in health through increased walking and cycling, and the retention of young people in Hereford.

I was pleased to note that the bid package is fully integrated with your existing major transport packages which are part funded by the LEP, and your behavioural change projects to maximise value from investment.

The Marches LEP is happy to express support for the bid as it will support economic growth and will therefore contribute to the delivery of the priorities and objectives of the LEP. The LEP looks forward to continuing to work in partnership with Herefordshire Council to deliver the outcomes set out in in our Strategic Economic Plan.

Best regards,

Mr Graham Wynn OBE, Chairman, Marches LEP
29th June 2017

Clr Philip Price  
Herefordshire Council  
Plough Lane  
Hereford  
HR4 0LE

Dear Philip,

Hereford University City Transport Package - Herefordshire Council’s Bids for National Productivity Investment Funding

Thank you for sharing the details with me of Herefordshire Council’s bid for transport funding – University City Transport Package.

As I understand it, the package seeks to ease congestion in Hereford and is focussed on improving access to key developments in and around the city. Crucially, it will help integrate the new engineering university into the city’s sustainable transport network, and support the Hereford Enterprise Zone, in turn boosting job creation and new home-building.

As you know, I have been a great supporter of the new university from the outset. The evidence shows that it should have a very substantial effect in lifting growth and economic activity, both in Hereford and in the county more widely.

I therefore wholeheartedly endorse this bid, which sets out sensible and timely proposals that will be in place in advance of the university’s opening in September 2020.

Getting the next round of sustainable transport infrastructure constructed in time for the new students will help the university, but it will also hugely benefit existing city residents in making short trips by walking and cycling. As I know from direct experience, this can only be good for those developers looking to invest in new homes and job creation in the city, providing relief to the congested highway network.

I wish you all the success with this bid. Please let me know how I can assist you further with it.

Yours ever,

Jesse Norman  
Member of Parliament  
Hereford and South Herefordshire
Dear Steve,

Hereford University City Transport Package –
Herefordshire Council’s Bids for National Productivity Investment Funding

I am writing to confirm our strong support for the University City Transport Package bid for funding from the government’s National Productivity Investment Fund.

As you know, NMITE (New Model in Technology & Engineering), an engineering only university, will be based in Hereford. It has already secured government funding to assist with its set up costs and is on track to open its doors to students from autumn 2020, with small development cohorts in 2018 and 2019. The University is pursuing a number of key objectives including:

- Increasing the number of graduate engineers, helping fill the forecast gap in graduate engineers both within the Marches (local enterprise partnership area) and the UK;
- Reversing the net migration of young people from Herefordshire and increasing Herefordshire’s/The Marches’ economic well-being, creating jobs;
- Creating a university campus spread across the core of Hereford city that integrates with the city centre facilities, is easy to navigate and helps re-vitalise the city;
- Increasing expenditure in the local economy, supporting the creation of jobs and additional GVA from direct and indirect student and university expenditure; and
- Developing a sustainable, low carbon and largely car free campus infrastructure

I am really encouraged to see that you are planning to bring forward a package of sustainable transport access improvements which will directly support the integration of the University within the city’s transport network providing a direct benefit to students from day one of our operation. The bid’s focus on strengthening connectivity between the city centre campus area and the Hereford Enterprise Zone where we will locate the practical engineering teaching units will help minimise the transport impacts of the University. We are keen to have a strong presence at the Zone as we will be
seeking to encourage local businesses to collaborate with the University in the identification of real world engineering challenges which will form the basis for student projects. In addition, we will be seeking to ensure that students have a pathway into employment by linking them up with the Zone’s incubator facilities for new businesses.

The University is committed to supporting sustainable transport and is developing a travel plan which will include a zero car policy for students, grouped cycle parking encouraging sustainable transport movement between sites and a funded bus service which will support less able bodied students to access all parts of the estate. The key elements of this package which include pedestrian and cycle improvements and real time information for public transport is exactly what we need to make the University a success.

Best wishes and good luck with this bid.
Yours sincerely

David Sheppard  
Director & Co-project leader  
T:  
F:  
W: www.rmit.erp.uk
Dear Steve,

Hereford University City Transport Package - Herefordshire Council’s Bids for National Productivity Investment Funding

Thank you for sharing information on the Council’s bid for funding for transport improvements in Hereford – University City Transport Package. This is a bid to the government’s National Productivity Investment Fund for 2018/19 to 2019/20.

Hereford is located within one of the 6 intensive growth corridors identified by the Midlands Connect strategy. The strategy identifies early priorities to support regional connectivity and this includes the A49 Bypass scheme in Hereford which will unlock development in the city and also improve connectivity between the Midlands region and Wales and the South West. We recognise that the Council is progressing ambitious plans for city centre regeneration, new homes and jobs and support for the new engineering university and these will be reliant on making improvements to the transport network before a full bypass is provided.

The University City Transport Package comprises proposals which will improve cycle and pedestrian routes between the city centre and adjacent residential and employment areas including the Hereford Enterprise Zone. It will improve sustainable connectivity for the high proportion of short distance trips which take place in Hereford during peak traffic conditions. Delivery of the Package in the short term will help ease traffic conditions in the city, providing capacity to bring forward new developments which will provide homes and jobs. The Package directly complements the key outcomes identified in the Midlands Connect Strategy:

- commuters spending less time sitting in traffic congestion or on crowded trains;
- people having better access to employment and leisure activities in the region and beyond;
- the negative impacts of travel on our lives, such as noise and pollution, could be reduced; and
- opening up new job opportunities sharing prosperity across the region and the UK.

www.MidlandsConnect.uk
The Midlands Connect team endorses this bid and supports the approach you are taking to helping address Hereford’s traffic problems in the short term and support early delivery of homes and jobs.

Good luck with the bid and best wishes

Maria Machancoses
Our ref: NR.HUCTP.

13 June 2017

Steve Burgess
Head of Transportation and Access
Herefordshire Council
Plough Lane
Hereford
HR4 0LE

Dear Steve

Hereford University City Transport Package:
Herefordshire Council’s Bids for National Productivity Investment Funding

Thank you for sharing information on the Council’s bid for funding for sustainable transport improvements in the Hereford - University City Transport Package. I understand the package includes proposals which will enhance cycle and pedestrian routes between the city centre and areas to the south of the city. These should improve connectivity between existing and proposed residential areas and key facilities including the rail station, city centre facilities which will form the focus for the new university and employment opportunities at the enterprise zone. Delivery of these schemes in the short term should help ease traffic conditions in the city and in advance of the delivery of the major highway schemes.

As you know, Bloor Homes are seeking to progress a planning application for our Lower Bullingham site to the south of the city over the next year and are now formally engaged in pre-application discussions with Herefordshire Council; to include consideration of connectivity with neighbouring residential areas, Rotherwas and the city centre.

This site is already identified in the adopted Herefordshire Core Strategy as a sustainable urban extension to Hereford for around 1000 new homes and 5 hectares of employment land which will complement the adjacent Hereford Enterprise Zone. In line with Core Strategy policy we will also be assessing the incorporation of a ‘park and choose’ site within the development. Such a facility has the objective of supporting the transfer of car based journeys accessing the city from the south of the county, enabling access to more sustainable modes of travel including car share, bus and cycling. I understand that the proposals set out in the bid will provide direct support to some of the short distance journeys from the park and choose site; by providing alternative, sustainable transport opportunities.

For the above reasons, I consider that the proposals set out in the bid will help provide improved connectivity from the south of the city to the city centre and will assist in the comprehensive planning and delivery of the Lower Bullingham sustainable urban extension.
 Needless to say Bloor Homes would be pleased to work with the Council to explore how our emerging proposals for Lower Bullingham can integrate with the bid proposals, as well as other 'modal shift' initiatives I am aware you already have in progress such as Destination Hereford.

I wish you well with the bid and please keep me updated on its progress.

Yours sincerely
BLOOR HOMES (WESTERN) LTD

NICK RAWLINGS
PLANNING DIRECTOR
Dear Steve

Hereford University City Transport Package
Herefordshire Council’s Bids for National Productivity Investment Funding

Thank you for sharing information on the Council’s bid for funding for sustainable transport improvements in Hereford – University City Transport Package.

The package includes sensible proposals which will enhance cycle and pedestrian routes between the city centre and adjoining residential areas. This will help improve connectivity between these areas and key facilities provided in the city centre including the rail station and the location for the new university. Delivery of these schemes in the short term should help ease traffic conditions in the city and in advance of the delivery of the major highway schemes.

As you know the Commissioners are progressing our detailed proposals for the Three Elms housing development to the west of the city centre. Our development will provide the city with 1,200 new homes, around 10 hectares of land dedicated for employment, new educational facilities and a neighbourhood centre with retail, health and leisure facilities. In addition, we will also be providing a ‘park and choose’ site within our development which will assist longer distance travellers, enabling them to transfer from car to other modes before they progress on to the centre of Hereford.

We will be bringing forward off-site sustainable transport improvements to reduce the transport impacts of the development, improve health and wellbeing and help minimise congestion. It is really encouraging to see that the University City Transport Package includes improvements to key facilities such as the Great Western Way cycle route which will help improve connectivity for our site and optimise the opportunities for shorter trips to be made by sustainable modes.

For the above reasons, I believe that the proposals set out in this bid will provide improved connectivity which will assist us in bringing forward our development.
We would be happy to work with you in exploring how our proposals for improving access to our site for active travel modes can integrate with the bid proposals and the other initiatives you already have in progress such as Destination Hereford so that we can maximise the benefits and reduce transport impacts.

Good luck with the bid and best wishes.

Yours sincerely

John Weir
Dear Tony,

RE: National Productivity Investment Fund

I’d like to add my support from a public health perspective to Herefordshire Council’s bid for funds from the National Productivity Investment Fund. It is imperative to use every opportunity to change behaviour and provide infrastructure towards people making healthier choices around travel and transport. I’m pleased to note that the Hereford University City Transport Package comprises sustainable mode measures to enhance connectivity between Hereford city centre, including the NMITE University, and the Hereford Enterprise Zone and the Lower Bullingham strategic urban housing site. The package is fully integrated with the major scheme transport packages, funded by the Marches LEP, and it builds on behavioural change projects so it ensures maximum value from investment and will contribute to health improvement. This improvement covers a number of areas that encompasses wider determinants of health such as:-

- reducing congestion and improved journey time reliability, alleviating stress and improving efficiency and wellbeing
- increasing housing development at the strategic housing site
- improving air quality
- increasing walking, cycling and bus use with associated health and well-being benefits
- supporting sustainable economic growth and the retention of young people in Hereford

We look forward to hearing that you have been successful in your bid for funds.

Yours sincerely,

Professor Rod Thomson FRCN FFPH
Director of Public Health for Herefordshire

CC Jeremy Callard Transportation Strategy Manager, Transportation - Planning Herefordshire Council
Dear Steve,

HEREFORD UNIVERSITY CITY TRANSPORT PACKAGE – HEREFORDSHIRE COUNCIL'S BIDS FOR NATIONAL PRODUCTIVITY INVESTMENT FUNDING

Thank you for sight of your Council's bid for funding for transport improvements in Hereford - University City Transport Package. I understand this to be a bid to the government's National Productivity Investment Fund for 2019/20 to 2019/20.

I note that the Council is progressing ambitious plans for city centre regeneration, new homes and jobs and support for the new engineering university and these will be reliant on making improvements to the transport network before a full bypass is provided, in line with your adopted core strategy.

We have a shared interest in ensuring that the city's transport network can accommodate transport demands as the A49 trunk road passes through the city and, along with local routes, is subject to regular congestion. We have developed a strong partnership approach to these issues and have progressed a number of initiatives which can help alleviate congestion and provide attractive alternatives to the car particularly for shorter trips. I am really encouraged, therefore, to see that you have developed a package of sustainable transport measures aimed at addressing these issues and should help the establishment of the new university which is due to open in 2020.

Your University City Transport Package contains comprehensive proposals with the aim of improving cycle and pedestrian routes between the city centre and adjacent residential and employment areas including the Hereford Enterprise Zone. This will seek to improve sustainable connectivity for the high proportion of short distance trips, currently taking place in Hereford during peak traffic periods. Delivery of the Package in the short term, will help ease traffic conditions in the city, and likely to provide capacity to bring forward new developments, to help facilitate the promotion of further homes and jobs to the Hereford area.

Whilst none of the proposals directly impact on the A49, I note sustainable transport improvements proposed will benefit the Great Western Way cycle route (which connects the south and the north of the city). This will also improve direct connectivity to the
Enterprise Zone and could help alleviate some of the pressures on the A49 and particularly the single river crossing.

I wish you every success with your bid.

Yours sincerely

Robert Jaffier
Asset and Resource Manager
Dear Steve

Hereford University City Transport Package – Herefordshire Council’s Bids for National Productivity Investment Funding

Thank you for sharing information on the Council’s bid for funding for sustainable transport improvements in Hereford – University City Transport Package.

The Hereford Enterprise Zone is making good progress with 280,000 sq ft workspace developed and 22 businesses in occupation to date.

As you know the Hereford Enterprise Zone is reliant on good transport access and we have prioritised resources to help improve connectivity in advance of the Hereford bypass being constructed. This is really important as the Local Development Order for the Zone currently includes a cap on extra vehicle movements created by our new developments due to the highway constraints resulting from regular congestion on the A49. Our support for sustainable travel access has helped us to raise the cap and we have invested in a number of initiatives including:

- Developing and leading on the implementation of a Zone wide travel plan which is ensuring that new and existing businesses are made aware of the sustainable transport options available for employees and visitors, and requiring each new Zone business investor to develop their own detailed Travel Plan
- Funding a dedicated bus service linking the Zone to the City, the Skylon Shuttle, which has supported over 16,000 passenger journeys in the past year, and
• Infrastructure investment including funding the lighting of the dedicated cycle way link to the City, providing off road cycle routes and funding for the Straight Mile separate cycle and walkway planned for completion in 2017/18.

I am really encouraged, therefore, to see that you are seeking to bring forward further access improvements which will support connectivity to the Zone, and hence help allow us to continue developing out the Zone in the short term. The University City Transport Package includes a range of proposals which will enhance cycle and pedestrian routes between the city centre and areas to the south of the city, providing improved connectivity to key facilities including the rail station, the new university and employment opportunities here at the HEZ. I note that the bid also includes support for real time information for city bus services and that there will be an opportunity to introduce real time information displays at the HEZ.

These links will become ever more important as the new University establishes its interface with businesses on the Zone with the consequent flow of students to and from the City to the Zone to do that.

It will be important to ensure good coordination of all this activity with the implementation of our travel plan and in particular to involve the Zone in the preparation, development and implementation of those measures relevant to the specific connectivity mentioned above. This will need to include regular updates to, and discussions with, the HEZ Board. Successful delivery of the measures within the package to improve connectivity from the City to the HEZ will facilitate more trips to the HEZ being made by sustainable modes. This will help fulfil our travel plan ambitions and objectives and enable us to continue delivering the development of the Zone, with the additional business investment and job creation that will generate. We fully support this bid therefore.

Yours sincerely

MARK PEARCE
MANAGING DIRECTOR
HEREFORD ENTERPRISE ZONE
Appendix 7- Monitoring plan

Hereford University City Transport Plan- Monitoring and Evaluation Plan

1.0  Introduction

This report sets out the monitoring programme for the Hereford University City Transport Package (HUCTP). The HUCTP will provide improved access for sustainable modes in the city centre and connectivity with adjoining areas. Through reducing traffic flows on the A49 trunk road Greyfriars Bridge it will support development of the NMITE, job creation at the Hereford Enterprise Zone (HEZ) and delivery of the Lower Bullingham strategic housing site. It integrates with our major scheme transport packages and our behavioural change campaign, funded through the Access Fund, to maximise value from investment.

1.1  HUCTP Monitoring Scope

In preparing this Monitoring and Evaluation Plan (MEP) Herefordshire Council acknowledges the importance of defining, from the outset, the purpose and scope of monitoring activities associated with the HUCTP. The DfT’s ‘Monitoring and Evaluation of Local Authority Major Schemes’ guidance states that evaluating the investment in this funding stream can deliver the following objectives:

- Provide accountability for the investment
- Evidence future spending decisions
- Learn about which schemes deliver cost-effective transport solutions
- Enhance the operational effectiveness of existing schemes or future schemes; and
- Improve future initiatives based on learning

1.2  Report Structure

This Monitoring and Evaluation Plan contains the following:

- Scheme background and objectives
- Data requirement and collection methods
- Dissemination plan
2.0 Scheme background, objectives and inputs and outputs

2.1 Introduction

This chapter presents the following MEP elements, covering sections one to four of the suggested monitoring requirements as described in the DfT guidance:

- Background and context to the HUCTP programme;
- Summary of the HUCTP programme and package elements;
- HUCTP programme objectives; and
- HUCTP programme outcomes anticipated and associated logic mapping for each package element.

2.2 Scheme background and objectives

The aim of the overall project is to reduce travel demand on the A49 and city highway network by enabling pedestrian and cycle journeys to the Hereford Enterprise Zone (HEZ) and south of the city, including strategic housing sites. This will deliver the following benefits:

- Enable further development at HEZ/job creation and providing relief on current cap resulting from constraints on the A49 through reducing congestion on the A49 Ross Road and Greyfriars Bridge in central Hereford in the AM and PM peak
- Enable housing development to south of the city and strategic housing site
- Support the NMITE and preparing for its planned opening in Autumn 2018
- Reduce air pollution within the AQMA corridor and facilitate an increase in walking, cycling and bus use and so improve health and well-being.

The package of measures contained within the HUCTP aims to address these problems through a combination of public realm and sustainable transport infrastructure thereby contributing to meeting the project’s aims and objectives. The elements of the package include:

- Public realm improvements in Hightown – the central retail area for Hereford.
- Cycle/Pedestrian Improvements:
  o Cycle network signage on selected routes
  o Quiet road cycle links on selected routes
  o Junction upgrades to give cyclists priority – including toucan crossings
  o Cycle access improvements on selected routes
- Public transport improvements:
  o Real time information

2.3 Scheme inputs, outputs and outcomes

To demonstrate the coverage of the proposed monitoring, the links between the HUCTP objectives and inputs, outputs, outcomes and impacts are shown in Table 1.
<table>
<thead>
<tr>
<th>Objective - What is being addressed</th>
<th>Input - What is being invested</th>
<th>Output - What has been produced</th>
<th>Outcomes - What has been produced (1st order)</th>
<th>Outcomes - 2nd order</th>
<th>Impact - Long term outcomes</th>
</tr>
</thead>
<tbody>
<tr>
<td>Congestion on A49 Ross Road at peak times</td>
<td>DfT and HC funding</td>
<td>-Cycle/pedestrian improvements on selected routes linking to city centre -PT improvements – real time information</td>
<td>-Journey times are reduced for all modes -Improved journey time reliability</td>
<td>-Reduction in vehicle flows on the A49 trunk road</td>
<td>-Less congestion on the A49 at peak times -Lower accident rate -Increased accessibility for pedestrians and cyclists -Improved access to development including railway station -Reduced severance</td>
</tr>
<tr>
<td>HC and contractor resources</td>
<td>-Cycle/pedestrian access improvements on selected routes linking to city centre</td>
<td>-Improved accessibility and journey time reliability for cyclists</td>
<td>-Increase in number of walkers and cyclists -Improved PT reliability</td>
<td>-Less congestion within Hereford at peak times -Fewer accidents -Improved health of commuters and general travelling public</td>
<td></td>
</tr>
<tr>
<td>Poor access to development</td>
<td>Improved accessibility to HEZ area by all modes</td>
<td>Reduction in vehicles on A49</td>
<td>Improved access to HEZ - Less congestion in Hereford at peak times</td>
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<tr>
<td>Poor air quality within central Hereford</td>
<td>Cycle/Pedestrian improvements on selected routes in Hereford - PT improvements</td>
<td>Reduced CO2, NO2 and NOx emissions - Improved environment for pedestrians accessing the city</td>
<td>Increase in number of cyclists for commuter journeys - Increase in walking for commuter journeys</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Lack of good quality facilities for sustainable transport including public transport</td>
<td>Cycle/Pedestrian improvements on selected routes in Hereford - Real Time Passenger Information</td>
<td>Improved integration of public transport and rail services - Increase in number of people walking, cycling and using public transport - Improved accessibility for pedestrians and cyclists - Improved waiting facilities for public transport passengers - Improved public transport punctuality</td>
<td>Improved air quality - Lower accident rates - Modal shift away from car use</td>
<td></td>
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<tr>
<td></td>
<td></td>
<td></td>
<td>-Less congestion within Hereford - Improved health and well-being - Increased levels of physical activity</td>
<td></td>
<td></td>
</tr>
</tbody>
</table>
3.0 Data requirements and collection methods

This chapter covers monitoring requirements 5-8 within the DfT guidance including travel demand (road traffic flows, public transport patronage, pedestrian and cycle counts), travel times, air quality and carbon impacts. It also provides a summary of the input, output and outcome indicators that will be monitored throughout the HUCTP programme, the data that will be required and the data collection approaches.

3.1 Travel Demand

3.1.1 Road traffic flows

Vehicle flows within the corridors of interest will be monitored via permanent ATC sites as well as a number of multi-modal video surveys. Figure 1 shows our existing monitoring sites within the city. We have 19 permanent ATC sites located across the city as well as access to data from a Highways England ATC located on Greyfriars Bridge. Our peripheral sites have been profiling vehicle flows and types since 2009 and our intra-city sites from 2014. Annual Average Daily Traffic (AADT) and Annual Average Peak Hour flow data will be monitored from a base year of 2014 to 2019 to monitor the outputs of this project.

Bi-annual multi-modal video surveys will be conducted within the city’s inner cordon to monitor the impacts of the schemes contained with the bid. The surveys will be undertaken twice a year in June and October; which are considered to be traffic neutral months. Data will be monitored from a base year of 2014 annually until five years after completion of the project (2024).

Figure 1- Hereford survey sites
3.1.2 Journey time and speeds

We will use the software package Highway Analyst to extract journey times and speeds on key links within the city centre transport network. The software provides historical data outputs as well as current data so the journey time and speed changes will be monitored over time from a 2014 base year. To monitor the impacts of this project, five main arterial routes into the city will be monitored. These are illustrated in Figure 2.

Figure 2- Journey time routes

3.1.3 Cycle and pedestrian flows

We will monitor on and off-road cycle flows in the city using a number of methods (see Figure 1):

- Nine permanent cycle ATCs which will monitor off-road cycle flows;
- Seven bi-annual multi-modal video surveys will monitor on-road cycle flows in the city centre; and
- A quarterly video survey on Holme Lacy road will monitor on-road cycle flows to and from Rotherwas Industrial Estate.

Pedestrian flows will be captured as part of the multi-modal surveys as detailed above. To monitor the impacts of this project before, during and after the schemes have been delivered, pedestrian and cycle flows from all three monitoring methods will be analysed from a 2014 base year annually until five years after completion of the project (2024).
3.1.4 **Air quality**

Hereford’s AQMA was declared in 2001 and has been monitored continually since that time. Due to the fluctuations in average NOx $\mu$g/m3 a rolling three year average will be used to understand the impacts of our transport interventions. Air quality is monitored throughout the county and will be used as a control method to understand the impact of the scheme and other transport improvements. Data will be monitored from a base year of 2014 annually until five years after completion of the project (2024).

3.1.5 **Public transport**

Bus patronage and punctuality data will be used to monitor the impacts of the scheme on public transport usage and congestion. Bus patronage data is provided by bus operators from ticket machines on an annual basis and will therefore give an indication whether the interventions undertaken as part of this bid have increased uptake of public transport.

Bus punctuality data is collected via a number of punctuality surveys undertaken in Hereford over a two week period in October. Data us collected at a number of bus stations as well as on actual bus journeys across the city. Data will be analysed from a 2014 base year annually until five years after completion of the project (2024).

Public satisfaction will also be monitored using data from the Transport Focus survey. The first survey was undertaken in 2016 and recorded an 84% satisfaction rate (from 504 completed surveys) with bus services in Hereford. For this project, the survey will be repeated in 2021 once real time information and smart ticketing will have been in operation for over 12 months.

4.0 **Dissemination Plan**

The dissemination of information and reporting from the HUCTP monitoring programme will centre on the preparation of a Monitoring and Evaluation report one and five years after completion of the project (2019 and 2024).