



Hereford City Centre Improvements Consultation Feedback Report

Balfour Beatty Living Places Herefordshire

April 2016

Balfour Beatty

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Introduction

Balfour Beatty Living Places (BBLP) carried out consultation on the Hereford City Centre Improvement Schemes in November 2015, and held a consultation period for 10 weeks.

This report will review the consultation feedback and provide recommendation and reasons for these recommendations on all the Hereford City Centre Schemes.

For further information on the subject of this report is available from Jwerea Malik, Project Manager, BBLP on Tel 07976539022

1.0 Introduction

Hereford City Centre Improvements consist of six schemes within the historic core to enhance the city centre to generate economic benefits, improve vehicle movements, develop the cycle network, reduce maintenance costs and manage parking for visitors and residents.

The High Town Public Realm scheme comprises of improvements to paving, feature paths, drainage, landscaping, street lighting and street furniture.

High Town traffic regulation order (TRO) scheme is a review of the existing vehicle and cycle movements for better coordination and improved traffic and pedestrian signage and thus de-cluttering the public realm.

Widemarsh Street TRO scheme is a review of the existing vehicle and cycle movements including taxi access, for better coordination. The review will also include obtaining the relevant approvals from Department for Transport (DfT) for the deviation from the standard road markings and signs.

St Owen Street Cycle scheme proposes a contra-flow cycle lane, junction improvements and the introduction of pedestrian crossings.

The Resident Parking scheme will involve a review of the introduction of permit parking in required residential areas around the City Centre core.

The On-Street Parking scheme manages the parking in the City Centre with the intention of introducing changes to waiting time restrictions, consideration of loading bays, disabled parking and parking charges.

2.0 Public Consultation / Exhibition

2.1 Consultation Format

The consultation phase began with stakeholder 1-2-1 meetings where identified key stakeholders were invited for a meeting. At the meetings there was opportunity to discuss the proposals, the reasons behind them and an opportunity to ask any questions and provide feedback.

The sessions were attended by the Civic Society, Cycle Forum, Hereford BID, Vision Links, Royal National College for the Blind, Pedicabs & cargo, Federation for Small Businesses, High Town Taxis, Stagecoach and Castle Street Resident Association. Various comments were received and are detailed further in the report.

A public consultation event was held over a 2.5 day period, beginning with an invitation only event on the evening of Tuesday 17th November. This was a preview event for traders and business to view the proposals, meet Councillors, Herefordshire Council representatives and Balfour Beatty Living Place (BBLP) representatives to ask any questions. The event was attended by approx. 40 business and trader representatives.

The 2 day exhibition was held in Lloyds Bank foyer, High Town on 18th – 19th November 2015; this event was hosted by various members of Balfour Beatty Living Places (BBLP) and Herefordshire Council and was attended by approximately 230 members of the public.

A survey questionnaire supported the exhibition on Hereford City Centre Improvements which included questions on High Town Public Realm, High Town Traffic Regulation Order (TRO) (consisting of access times, cycling, taxis and loading requirements), Widemarsh TRO and On Street Parking. A question was also asked to obtain the level of support towards Resident Parking. No further questions were asked on Resident Parking and St Owen Street Contraflow scheme as these are both due further consultation.

The survey questionnaire came in three formats; the first questionnaire was aimed at the general public which contained questions on High Town Public Realm, High Town TRO, and Widemarsh St TRO. The second questionnaire was aimed at traders and businesses where the same questions were asked alongside questions about the businesses' current economic status. The third questionnaire was available for all and specifically asked questions on On-Street Parking. The surveys were available both online and by hard copy; the online survey went live from 18th November 2015 (the first day of the main exhibition event) and paper copies were available at the exhibition for people to either complete or take away and return via a pre-paid envelope.

After the exhibition, exhibition boards showing the proposals were set up in the Buttermarket (High Town) with hard copies of the questionnaire available. The consultation period ran for 6 weeks, and was originally due to end on 3rd January 2016.

Upon review of the responses in January 2016, although the response for High Town was significant, responses to the parking surveys were lower than expected (when compared to the response rate achieved in the 2014 On-Street Parking consultation).

In order to increase awareness of the consultation and provide additional opportunity for those interested in giving their views on the parking proposals, the consultation was extended by a further 4 weeks to Friday 29th January 2016. During this period the consultation panels and hard copies of the three surveys remained in the Buttermarket. The online survey was also kept open providing an easier link to the parking survey for those wishing to comment solely on the parking proposals. Copies of the general public survey (covering High Town Public Realm, High Town TRO review and Widemarsh Street TRO review) and the On-Street Parking surveys were also posted to all the residents and businesses within the High Town and parking vicinity (approximately 1350 properties). This was to ensure the consultation had been communicated to all those affected by the proposals and ensure they had been given the opportunity to comment and provide feedback.

2.2 Consultation Responses

The number of completed questionnaires received by 3rd January was:

High Town Public Realm, High Town TRO and Widemarsh Street TRO	451
On-Street Parking and a question on Resident Parking	282

By 29th January this had increased to:

High Town Public Realm, High Town TRO and Widemarsh Street TRO	642
On-Street Parking and a question on Resident Parking	478

These included responses from the general public and traders / businesses.

A summary of some of the key aspects of the survey are as follows:

From the 642 responses on High Town Public Realm, High Town TRO and Widemarsh Street TRO;

- 94% of the respondents support the vision to develop Hereford as a vibrant, residential, commercial and tourist centre.
- 64% of the respondents support the High Town Public Realm scheme.
- 55% of the respondents feel the scheme will generate economic benefits for High Town.
- 61% of the respondents support the phased construction of the High Town Public Realm scheme.
- Over 55% of the respondents support the review of High Town movements
- Over 60% support the high quality paving, high quality street furniture and the increase in cycle parking.
- Over 70% support the improved street lighting, improved signage and high quality landscaping and planting in High Town.

From the 478 responses on On-Street Parking and Resident Parking;

- 31% of the respondents agreed with the On-Street Parking proposals, with 66% disagreeing and the remaining 3% neither disagreed nor agreed.
- 53% of the respondents thought it was appropriate to extend the residential parking area, where as 29% did not agree and the remaining 18% did not have an opinion.

Further detail surrounding these responses will be found further on in this report.

3.0 Key Stakeholder Feedback

A number of key Stakeholder 1-2-1 meetings to discuss the schemes were held during November 2015 and February 2016, the responses are summarised below;

3.1 Hereford Civic Society (HCS)

The Civic Society does not support the High Town Public Realm scheme, although they recognise that remedial works are required in areas. They suggest the remedial works that require attention and maintenance are rectified locally and thus are not supportive of the entire replacement of hard landscaping. They do not support the phased construction due to the disruption it will cause. They also do not agree that the improvements will encourage more visitors into the City Centre.

The society is concerned that Herefordshire Council's term service provider Balfour Beatty Living Places (BBLP) is acting as designer, supervisor and potential contractor to the scheme along with any deviation from the Hereford Streetscape Design Strategy 2009 that has already been developed and largely accepted by all parties in terms of City development strategy.

HCS proposed alternative use of the funding could be transferred to junction improvements contained within the City along with urgent improvements to High Town and key areas such as St. Peters Street.

The general feedback of HCS is largely supportive of the tree proposals, contemporary street furniture and increased cycle rack provision and facilities. There is some doubt over the need to consult on City wide signage as this has already been developed under Destination Hereford.

In conclusion HCS feel that High Town should be a grand open space for enjoying events and an al fresco café culture.

3.2 Cycle Hereford

Cycle Hereford welcomes the development of the Hereford Masterplan and the scheme objectives, however question the spending priority on High Town Public Realm scheme, as its areas had been refurbished in 2009, and queried the allocation of money from the Local Transport Plan (LTP) budget.

There is concern that this scheme to create 'an excellent space for pedestrians and cyclists' is being advanced ahead of much needed infrastructure improvements to support direct, safe and comfortable cycle trips to and throughout the city centre.

In line with current design guidance there is concern over material selection particularly the porphyry setts. This is because unless laid to a high quality, can cause an uncomfortable surface for bicycles and a perception of decreased skid resistance in damp conditions. There is a desire to provide a designated material change to allow movement of bicycles throughout the scheme to perhaps an asphalt wearing course or similar. The current proposals may make it more attractive for cycles to use the flag paved footway areas, which are smoother should the porphyry setts be deemed uncomfortable and potentially cause conflict with pedestrians.

Regarding the Traffic Regulation Order (TRO) reviews Cycle Hereford support the current access arrangements but strongly object to any no cycling variations that again would contradict the statement 'an excellent space for pedestrians and cyclists'.

They support the introduction of waiting restrictions and parking charges although object to the consideration of these in the absence of plans for cycling on the streets where the changes are proposed. This is because there is direct interaction between provision of on-street parking and the provision of cycle infrastructure. The demand for parking could be alleviated by the introduction of further high quality cycle routes to and throughout the city centre. The inclusion of additional cycle stands would be welcomed.

In conclusion Cycle Hereford are generally in support of the scheme providing the issues raised regards materials are taken on board and consideration is given to the wider cycle network.

3.3 Hereford Pedicabs & Cargo

The business delivers over 200,000 items of freight and mail within the City limits each year via bicycle and also offers a trade waste re-cycling programme for businesses within the City centre to over 200 companies with approximately 30% of this trade being directly affected by the proposals within the consultation.

The High Town public realm proposals are seen as a positive step and with the materials and layout being used the same as Widemarsh Street would provide continuity. Their vehicles currently operate well in Widemarsh Street where they operate at low speeds and find the stable surface acceptable for their vehicles without causing any concern to operatives or wear to the vehicles. The layout offers places for the bikes to stop and unload safely and also offers a visual guide as to where vehicles and pedestrians could be.

There is support for additional cycle stands with a view to ensuring suitability for all types of bicycles. In terms of the Traffic Regulation Order (TRO) review these should reflect in the design of High Town by supporting a blanket two way use of bicycles throughout the city centre through use of signage and a cultural change from all parties. A flat surface perhaps along the channels could benefit pedestrians and cycles by highlighting suggested areas to avoid any potential conflict. A two way order could perhaps enable cycles to be designated to use only the 'highway' section that lies between the two footway pavements.

The business feels the proposed On-Street Parking review is positive and will lead to reduced traffic and circulatory movements of vehicles.

In conclusion the business supports the proposals. They feel with minor alterations to the TRO's to ensure continuity of thoroughfare, the proposals can be of great benefit to the city and help drive a better physical and economic benefit to Hereford.

3.4 Hereford City Council

The City Council generally view the proposals as a positive in particular the emphasis and inclusion of tree planters. It welcomes the commitment to levelling areas of subsidence to alleviate ponding issues. There is concern over the phased approach and every effort must be made to ensure minimal disruption to thoroughfare and traders and to send the message that Hereford is very much open for business throughout the works.

There is confidence that the design addresses previous issues of cracking and subsidence and it is vital that no deviation or short sighted savings are made going forward that may lead to the structure being weaker than originally consulted on. The design of the pavement is to remain flush as per the existing High Town area.

With regards the lighting columns there is contentment for their removal but the City Council feel something should be provided in order to not reduce the amenity value of the space and hope to see markets, displays and public events throughout the area, perhaps with the provision of an outdoor

screen. There is a desire to remain working with BBLP to provide details of historic merit that could possibly be included within the scheme either in paving, plaques or a waymarked walk.

To conclude Hereford City Council are supportive of the proposals given that the comments above are taken on board.

3.5 Hereford Business Improvement District (BID)

The BID welcomes the refurbishment plans to bring the central area of High Town up to the same material specification and standards as Widemarsh Street. There is a desire to incorporate and highlight into the design key areas such as the entrance to Church Street and areas around the Kerry Public House that would welcome people into the city.

They felt there was a lack of information provided in order to pass comment on street furniture proposals; there is a general feel that the final choice is vitally important to the overall appearance of the scheme and City. Longevity of the street furniture is paramount, including post construction where replacements should be readily available and should take account of Herefordshire's demographic.

Where tree planters and seating are shown there is a need to ensure this is of a high quality both in choice of species and also that of the street furniture. Planters should not encourage anti-social behaviour.

There is a desire from the BID to ensure the market layout is suitably arranged to offer best use of the space, compliment the shops and include service points and demountable fixings to negate the need for unsightly counter weights. As part of this approach it is proposed the number of telephone boxes be reviewed to free up available space.

With regards to the TRO's, the scheme should ensure vehicle access is enforceable under current regulations, this should include loading/unloading and service vehicles for setting up markets and stalls.

Signage and waymarked routes have been allocated some funding from the BID and should provide a consistent approach to enable signing of key areas and perhaps tell a story of the city.

3.6 Hereford Vision Links (HVL) and Royal National College for the Blind (RNCB)

Hereford Vision Links (HVL) and Royal National College for the Blind (RNCB) felt there is a requirement to enforce vehicular movements within the High Town area as these can cause issues with stick users and partially sighted.

With regards to the street furniture, RNC and HVL would like seats with backrests placed in consistent lines, any changes to the street lighting should again consider siting the columns in a linear fashion to avoid confusion and potential hazards. A review of the current cycle racks would be welcomed as some students have walked into the current ones hurting their hands.

There is strong support to retain the existing corduroy tactile arrangement that runs across the High Town square and is used extensively for crossing and familiarisation of whereabouts. Care should be taken to ensure any future market layouts avoid setting up over this and also along building lines as it

causes difficulty for navigating through the city. Cane students also navigate extensively using the existing granite channels so any form of replication in the proposed design would be welcomed.

Commercial Street is currently an area that requires the most attention, RNCB and HVL would like some assurance that this could be looked into as part of the wider network improvements.

3.7 Castle Street Resident Association

The 1-2-1 session focused on Castle Street, St Ethelbert Street and Cantilupe Street and the difficulties arising from over parking and excessive traffic. There were also issues highlighted by double parking, road safety, air pollution, traffic entering and exiting without stopping and access to resident properties. The primary attractor of traffic was identified as the availability close to the City centre of two hour parking.

Residents were in favour of a balance of permit holder only and 30 minute limited waiting, which would provide a facility for residents and visitors to these roads, whilst removing the facility for parking for the wider City Centre. This was viewed as a more effective means of managing traffic and parking than on-street charging.

3.8 Additional 1-2-1 Consultations

Further 1-2-1 consultations were held with the following stakeholders;

Councillors: PA Andrews (Widemarsh Ward), LC Tawn (Central Ward), AJW Powers (Greyfriars Ward)
West Mercia Police, Hi-Town Taxis, Federation of Small Businesses and Coach Logistics, CEO Hereford Cathedral Perpetual Trust

Summary comments from the above stakeholders on each of the schemes are summarised below:

High Town Public Realm

There was broad acceptance and support for the refurbishment of High Town with the main points relating to signage linking not only to the Old Market and High Town but with the Cathedral and High Town for a holistic approach for visitors.

Additional planting in High Town was supported as it was felt there was a need to break up the space. Moveable planters were suggested so that the shape of the High Town space could be changed for different events. It was suggested that outdoor staging and a large screen was provided in High Town for watching sporting and other events, which would help make it a more friendly and accessible place and promote evening activities.

The May Fair is a significant event in High Town and reassurance was sought on the new surfacing and its suitability to sustain the heavy vehicles used for the fair.

A reduction in the number and design of the lamp columns in High Town was supported, but retaining the ability to be multi-functional for hanging poster and decorations. There was a minority view that High Town refurbishment was not needed at this time but majority support for the High Town proposals was clear.

Residents Parking and On-Street Car Parking Schemes

It was felt that the public had taken up parking in residential streets since the increase in the parking charges in Merton Meadow car park. Commuters were choosing to use the free street parking and thereby preventing residents from parking outside or near their own homes.

There was concern there would not be enough long stay parking available in Hereford with the Merton Meadow car parking reducing in size. This reduction in long stay parking was also seen as a concern for visitors coming by coach, as Merton Meadow was the nearest coach party parking place.

There was agreement there were sufficient disabled parking spaces and for the loading bays to be made open to all. There was a majority request that Sundays be kept free of any parking charges and a request by the Cathedral CEO for additional coach drop off points near to the Cathedral.

It was felt that the residents' car parking area did not cover a wide enough area out from the City Centre. While parking restrictions should be from 8.30 am to 6.00 pm Monday to Saturday in the City Centre, there was agreement in favour of 30 minutes free car parking in High Town, particularly St Owen's Street and Castle Street. There was also support for the use of a mobile phone app for parking charges.

It was felt that an Oxford style park and ride scheme would benefit commuters and visitors. There was concern that proposed parking charges would discourage people from coming to the city centre and increase use of out of town supermarkets and shopping in other towns that had lower parking charges.

3.9 High Town Traders / Businesses

Alongside the formal consultation Balfour Beatty Living Places (BBLP) undertook further 1-2-1 conversations with an additional 61 businesses during November 2015 and January 2016. Here a framework covered the key themes and considerations to carry out the survey. Of the 101 properties within the survey area, three were closed for refurbishment, 18 properties were unoccupied and 13 retailers declined or were not surveyed. Discounting the six banks and the post office, of the remaining potential respondents 82.4% of the retailers in the area were represented.

The vision

Of these 61 businesses, there was 84% support for the vision. 75% were in favour of the High Town Public Realm scheme and over 80% supported all of the proposed elements of the improvements.

When asked if High Town Public Realm would economically benefit them, 56% of these businesses felt it would and also suggested alternatives that they felt would better improve the local economy.

26 comments pointed to increases in parking charges affecting trade, some cited the recent introduction of Sunday parking charges and how that has significantly reduced Sunday footfall as an example. There were 17 comments saying priority should be given to fill empty shops and 11 comments requested improvements to Hereford's roads.

There were supportive comments too with 14 businesses positively agreeing with the need for the scheme. A further 16 suggested additional considerations for the improvements including seven specific comments directed at addressing and avoiding further hard-to-see low kerb.

Delivery

77% of the businesses were positively in favour of the phasing while 14% disagreed and wanted to reverse the order of the phasing so that Commercial Road came first or for High Town to be done as a single phase. The remaining 9% did not comment.

There was significant concern about the timing and impact of the work and 26 comments (43%) asked that the works avoided the peak shopping period from October to the January sales. Some businesses claimed 40% of their trading for the year occurred in this period.

Access review

77% of the businesses surveyed wanted to retain the existing cycle access for both High Town and 80% wanted the existing conditions to remain in Widemarsh St. Of those that wanted a change they were polarised between a full ban or no ban on cycling. There were eight comments (13%) asking for better enforcement of no cycling periods and seven comments suggesting a designated cycle path through High Town.

On loading and unloading times, there were some individual businesses asking for tweaks to access times, but overall there was 89% support for the current arrangement in both High Town and 84% for Widemarsh Street. There were 15 comments (25%) about better enforcement for both Widemarsh Street and St Peters St/Commercial Street, five of which were aimed at the market traders and May Fair.

On taxi access, there was 42% support towards evening access for taxis to St Peters Street and Commercial Street. A lot of businesses did not have a view and said keep the same, but a handful were outspoken against further taxi access. Several businesses commented that there could be benefits to taxi access with the extra traffic deterring some of antisocial behaviour problems in Commercial Street, which otherwise has very low footfall in the evenings.

Travel mode and parking

These questions were difficult for most businesses to answer; only Laura Ashley had a close enough relationship with their customers to identify how many travelled a distance to them. None could link spend to mode of transport and all were estimating how their customers travelled to Hereford to shop.

Businesses were asked how they believed their customers travelled into the City Centre. In the survey questionnaires we asked people how they actually travelled into the City Centre. Both results are compared in Table 1 below. The results below show that more people walk into the City Centre than estimated and less travel by bus. The remaining mode estimates were alike to the actual results.

Mode	Businesses' estimate	Actual level
Car	58%	51%
Bus	21%	6%
Walk	13%	30%
Cycle	6%	11%
Taxi	3%	2%

Table 1: Customer Mode of Travel into City Centre

Twenty six retailers provided an average spend per customer, which averaged at about £13 with cafés having the lowest average spend of £3 and shoe shops having the highest average spend of between £50 and £100.

The parking questions provoked the most comments on the subject. Several businesses had noticed a change in shopper behaviour since parking prices had increased. Shoppers were attempting to avoid the higher parking fees by using Tesco's free two-hour parking or buying the minimum parking. This has led to frustration among shoppers rushing to avoid their parking running out. Retailers suggested converting the parking to pay on exit could remove this issue. Retailers wanted shoppers to be relaxed, to linger and enjoy the shopping experience rather than have to clock watch.

Economic snapshot

84% of businesses in the target area were surveyed. Between them they employ 835 staff, an average of 13.7 per business although the majority employed between four and ten staff. With all the businesses were trading, this average would suggest between 1150 and 1400 people would be employed.

Geographically, while there are more shops in Commercial Street businesses in High Town, High Street and Widemarsh Street employ more staff. Commercial Street businesses employed 8.6 people on average whereas High Town businesses averaged 18.7 employees.

Confidence in future growth is a good indication of business health and overall there was significant optimism, with 45% of businesses expecting good to very good growth and overall 79% expecting some growth.

Actual profit figures paint a slightly different picture and 51 businesses were willing to share assessments of how their takings had changed over the last 12 months. The responses showed that; 49% of the businesses in High Town grew in 2015, but elsewhere 16% saw no change and 18% lost business in comparison to 2014.

In the last year £1.2m has been invested in the properties by businesses in the surveyed area with £0.96m of this coming from new businesses.

4.0 High Town Public Realm Scheme

The Vision

Overall, of the 642 responses, 94% supported the vision of Hereford, with 64% support for the High Town Public Realm scheme.

Of the 36% who did not support the High Town Public Realm Scheme, the majority of comments related to;

- Concerns of introducing the variable kerb face as per Widemarsh St (11%) – (NB: the existing High Town area is of flush finish)
- The scheme was a waste of money and not required (12%)
- The scheme funding should be prioritised elsewhere (11%)
- They would prefer more trees and landscaping (5%)

There were additional comments supporting the improved seating arrangements, providing for full time cycle movements and more cycle parking. There were comments towards better signage being required and the Booth Hall building being refurbished.

55% of the respondents felt the scheme will generate economic benefits for High Town, the 45% who did not agree commented that they did not understand how the public realm scheme could achieve this, and comments towards the high rental rates of the properties being the cause of vacant properties.

Delivery

- 61% of the respondents supported the phased construction of the High Town Public Realm scheme
- 39% did not support the phased construction
- 4% commented towards prioritising Commercial Street and St Peter's Street
- 2% commented that the three year delivery period would be too disruptive.

Access review

Over 55% of the respondents supported the review of High Town movements (TRO review). The result of this will be summarised later in the report but the majority of comments related to the policing of cyclists in High Town.

Over 60% supported the high quality paving, high quality street furniture and the increase in cycle parking, and over 70% supported the improved street lighting, improved signage and high quality landscaping and planting in High Town. There were comments for better signage, soft landscaping including trees, cycle parking and following on a requirement for public toilets and better layouts for the markets.

Summary

In summary there is;

- 64% support from the survey questionnaires.
- 75% support from the businesses surveyed.
- Support from key stakeholders such as Hereford City Council, Hereford BID and Pedicabs & Cargo (with considerations).
- 55% believing that it will generate economic benefit. This is also supported by a study in Oxford Street, Southampton; which showed that after the public realm improvements the local businesses average profit increased by 5%, six new businesses opened in the area and 54 jobs were created.
- 61% support towards phased construction from the survey questionnaires
- Support from key stakeholders for the phasing (but to ensure high level of business liaison)
- 77% of businesses / traders supporting the phased construction
- The proposed phasing will ensure high quality finish due to the continuation of the paving

5.0 High Town Traffic Regulation Order (TRO) Review

5.1 Cycling

There were approximately 520 responses relating to the cycle access review in the High Town Area.

These responses are summarised in the table below:

Question	Answer	% Response (Approximate)
During what times do you think cyclists should be allowed to cycle in the High Town Area?	No cycling allowed at all	41%
	Retain existing arrangement allowing cycles outside of the 10:30 to 16:30 window only	34%
	Allow cycling at all times	22%
	Other time period	3%

Table 2: High Town Cycle Access Response Data

The majority of respondents were in support of cycling being permitted at one time or another in High Town. On that basis it would not be appropriate to recommend that cycling be totally prohibited, despite the answer 'no cycling allowed at all' being the most frequently selected answer.

Of the options presented which permit cycling through High Town, 'Retain existing arrangement allowing cycles outside of the 10:30 to 16:30 window only' was the most frequently suggested by respondents. It is therefore considered that this is the arrangement most suitable for High Town. It also represents a compromise between the 41% who would prefer to see cycling totally prohibited and the 22% who would permit it at all times. This time period has the benefit of prohibiting cycling in High Town during the middle of the day when pedestrian movements are highest.

There were less than 3% comments recommending the complete prohibition of cycling in High Town. The most frequent reason cited for the recommendation to prohibit cycling in High Town has to do with pedestrian safety. There were concerns expressed about the interaction of cyclists and pedestrians. It is recommended that this is mitigated in the designs for the improvement of High Town Public Realm scheme, which will be the subject to a Road Safety Audit (RSA) and a Non-Motorised User (NMU) audit.

Summary

To summarise consultation indicates that there is support to maintain existing arrangements for cycle access.

5.2 Loading and Taxis

There were approximately 470 responses relating to questions about loading times and the provision for taxis. Around 86% of responses recorded that loading and unloading arrangements should be unchanged, while approximately 55% considered the prohibition of taxis in High Town should be retained.

It is considered that although public support for the present prohibition of taxis is marginal, the prohibition should not be discontinued, as repealing the prohibition would not be in keeping with the wider vision for High Town supported by a large majority of respondents to the questionnaire.

Summary

To summarise consultation indicates that there is support for retaining existing provision for loading and unloading; between 07:00-10:30 and 16:30 -19:00, whilst prohibiting taxi movements and retaining existing access arrangements for other users.

6.0 Widemarsh Street Traffic Regulation Order (TRO) Review

6.1 Cycling

There were approximately 470 responses relating to the cycle access review in the Widemarsh Street area.

These responses are summarised below:

Question	Answer	% Response (Approximate)
During what times do you think cyclists should be allowed to cycle on Widemarsh Street?	No cycling allowed at all	23%
	Retain existing arrangement allowing cycles outside of the 10:30 to 16:30 window only	42%
	Allow cycling at all times	32%
	Other time period	3%

Table 2: Widemarsh Street Cycle Access Response Data

A majority of respondents indicated cycling should be permitted along Widemarsh Street at some time or another. Of this majority, the option attracting the largest share of support was to 'Retain existing arrangement allowing cycles outside of the 10:30 to 16:30 window only'.

Summary

To summarise, consultation indicates that there is support to maintain the existing arrangement for cycle access.

6.2 Loading and Taxis

There were approximately 450 responses relating to loading times and taxi provision. Around 86% of responses agreed loading and unloading arrangements should be unchanged on Widemarsh Street, while around 55% considered that the arrangements for taxis are acceptable.

Summary

To summarise, consultation indicates that there is support to maintain existing provision for loading and unloading and for taxis.

7.0 Resident Parking

From the 478 responses, 53% of the respondents thought it was appropriate to extend the residential parking area, whereas 29% did not agree and the remaining 18% did not have an opinion. The opposing comments from members of the public reflected the fact that although there was acceptance that the parking issues needed to be resolved there was little desire to have to pay for parking. Key stakeholder 1-2-1's with local Members gauged support for the resident parking scheme, with an extension to the Greyfriar's ward where parking is also an issue.

Summary

To summarise, consultation indicates support for further consultation on the Residents Parking scheme with members of the public, local business owners and local ward

8.0 On-Street Parking

8.1 Background - Summary of 2014 consultation

An initial survey in 2014, with 490 responses found that while 40% of respondents were satisfied with On-Street parking, the remaining 60% were dissatisfied. Residents highlighted traffic issues with shoppers searching for spaces, while visitors and businesses valued convenient and free on-street parking. The outcome of this survey was detailed in the Hereford City Centre On-Street Parking – Round 1 Consultation report.

The summarised proposals from the 2014 consultation are as follows:

- To introduce on- street parking charges on the following streets; Bridge Street, King Street, Aubrey Street, Broad Street, East Street, St John Street, Gaol Street, St Owen Street, Mill Street.
- Introduce on-street parking charges on the above streets to be in operation between 08:00 and 22:00 (Monday to Sunday including Bank Holidays), maximum period 1 hour, with no return within 2 hours
- To introduce on-street parking charges on the following streets; Castle Street, Cantilupe Street
- Introduce on-street parking charges on the above streets to be in operation between 08:00 and 22:00 (Monday to Sunday including Bank Holidays), maximum period 2 hours, with no return within 4 hours
- Proposed charges; 30 minutes £0.20, one hour £1.50, two hours £3.00.
- Proposed restriction: two hours, no return within four hours.
- Convert two disabled bays to general use in Gaol Street
- Introduce two parking bays in Broad Street
- Introduce three disabled bays in Berrington Street

8.2 Summary of 2015 Consultation

The 2015 survey consulted the above proposals. From the 478 responses there was 31% support for an On-Street Parking scheme, with 66% against the scheme and 3% offering no comment.

A summary of the consultation is summarised as follows:

8.2.1 Charges, Restriction Period and Coverage

On-Street Charging

An overall response to on-street parking charges with 31% in favour and 66% opposed is not unexpected given that this is a traffic management measure which would introduce charges for on-street parking, with concerns from businesses over any impact on customer footfall.

Where respondents recorded specific objections to the principle of introducing on-street parking charges this was predominantly related to concerns over the potential impact on the city centre economy, through deterring visitors from coming to the City Centre. Respondents highlighted the existing challenges retailers face with on-line shopping and the attraction of free parking in other towns. Also that if the Council wished to attract more visitors to the city centre, it needed to reduce the cost of parking.

Days of Operation

- 42% of respondents were in favour of Monday to Friday
- 50% would extend the restriction to include Saturday
- 11% would prefer the scheme to operate on Sundays, particularly with concerns on the impact of visitors to the Cathedral.

Restriction period

- 52% of respondents were in favour of 8am to 4pm
- 30% were in favour of 8am to 6.30pm
- 3% supported the evening charges up to 8pm
- 4% supported the evening charges up to 10pm, as respondents highlighted that the traffic was lower and the need to attract more visitors to promote the night time economy.

Maximum Stay

- 48% of the respondents were in favour of two hours
- 36% of the respondents were in favour of one hour
- 11% of the respondents were in favour of 30 minutes

Many respondents highlighted that for many visits, one hour was too short to carry out a number of retail, leisure, financial and health-related needs.

30 Minute Parking Charge

75% recorded the view that a 30 minute stay should be free of charge.

One Hour Parking Charge

- 32% favoured the lower charge of £1.50
- 8% favoured the charge of over £2.00
- 58% of the respondents highlighted 'other' as an option.

This preference choice was divided as follows;

- 25% - free
- 10% - under £1
- 22% - £1 to £1.50
- 1% - over £2.00

Whilst there is an indication of a higher level of acceptance for charging for 1 hour stays, there is still concern from many respondents that the suggested charges were too high.

Two Hours Parking Charge

- 40% favoured the lower charge of 3.00
- 6% favoured the charge of £3.50
- 54% of the respondents highlighted 'other' as an option.

This preference choice was divided as follows;

- 19% - free
- 13% - under £2
- 20% - £2 to £2.50
- 1% - over £3.50

Whilst there is an indication of a higher level of acceptance for charging for 2 hour stays, there is still concern that the suggested charges were too high from many respondents.

Residential (Permit) Parking Bays:

Responses from the St James and Bartonsham Community Association and Castle Street and District Resident's Association (CSDRA) highlighted that residents were not in favour of on-street charging applying in their roads. This opposition would also be reflected in the responses above to the principle of introducing on-street charging. CSDRA are however keen to reduce the limited waiting period within their area to 30 minutes and to introduce permit holder only parking places to make these over parked roads unattractive to wider city centre visitors.

8.2.2 Payment Methodology

The initial outline design for the On-Street Parking (OSP) was based on meter-based payment infrastructure. This is supported by research by the AA of around 18,000 motorists in 2015 which showed a significant majority of drivers are currently unwilling to use Pay by Phone. Cycling Hereford however highlighted the importance of developing app-based payment solutions, that would promote alternative modes of travel, park and choose and off-street parking availability and locations. On this basis, Pay by Phone could be considered as an alternative payment methodology, to be developed as a preferred payment choice. The Civic Society also expressed concerns over how intrusive meters would be in a heritage public realm.

As there is a range of installation, operating and transactions costs that can apply to different payment methodologies, it is recommended that these are further consulted with Parking Services (Herefordshire Council) so that these can be considered by Cabinet Member prior to any final decision of implementation of On-Street Parking (if approved through due process).

8.2.3 Loading bay operation

The consultation responses show similar responses for each street; there is a majority of responses in favour of loading facilities being available to all vehicles.

8.2.4 Disabled Parking

There was a high level of 72% support for the current provision for disabled parking being right, as opposed to 7% being either inadequate or overprovided. There is therefore no basis for proposing changes in the overall provision at this stage, other than minor changes highlighted below:

- Blue badge holders currently park for three hours on the no waiting at any time in the vicinity of Gala Bingo on Berrington Street. This encourages turnover and access for loading/unloading during the day. A no waiting restriction 8am to 8pm would retain this facility, but allow Blue Badge holders to park for a longer period during the evening (with preferential access up to 8pm).
- To replace the three substandard length disabled parking bays in Gaol Street with two standard 6.6m bays

8.3 Summary

A wide range of responses were received in response to parking and traffic order elements of the city centre improvements consultation. Responses were received both for and against. The Traffic Regulation Order formal consultation process will allow response and objections to be considered further in the development parking and traffic order proposals.

Jwerea Malik

Project Manager

E: jwerea.malik@balfourbeatty.com

T: +44 (0)7976539022

W: balfourbeatty.com

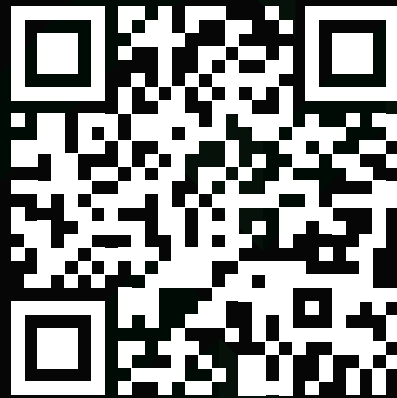
Appendix A

PUBLIC CONSULTATION VISUAL LAYOUTS



Hereford is changing

High Town consultation



 [hereford_2020](#)

 [Hereford2020](#)



Balfour Beatty



Working for Herefordshire



Hereford is changing. The High Town refurbishment will create an attractive, vibrant city centre to help support existing businesses and create new opportunities to encourage more visitors and retailers to our city centre. With a range of exciting retail, leisure and cultural opportunities, Hereford can continue to grow and be a great place to live, work and visit.

**CLlr Graham Powell, cabinet member for economy
Herefordshire Council**



Balfour Beatty



Working for Herefordshire



I am committed to improving the public realm in Hereford. The refurbishment of High Town will create an excellent experience for pedestrians, cyclists and those choosing greener ways to travel. A clean, modern, clutter-free city that we can all be proud of, now and in the future.

**Cllr Paul Rone, cabinet member roads and transport
Herefordshire Council**



Balfour Beatty



Working for Herefordshire



Retail and Leisure Quarter

Modern, safe environment

Vibrant city-centre marketplace

Investment opportunities

Café culture

Independent retail quarter

Urban Village

800 new homes including affordable homes

City Link Road

Transport Hub

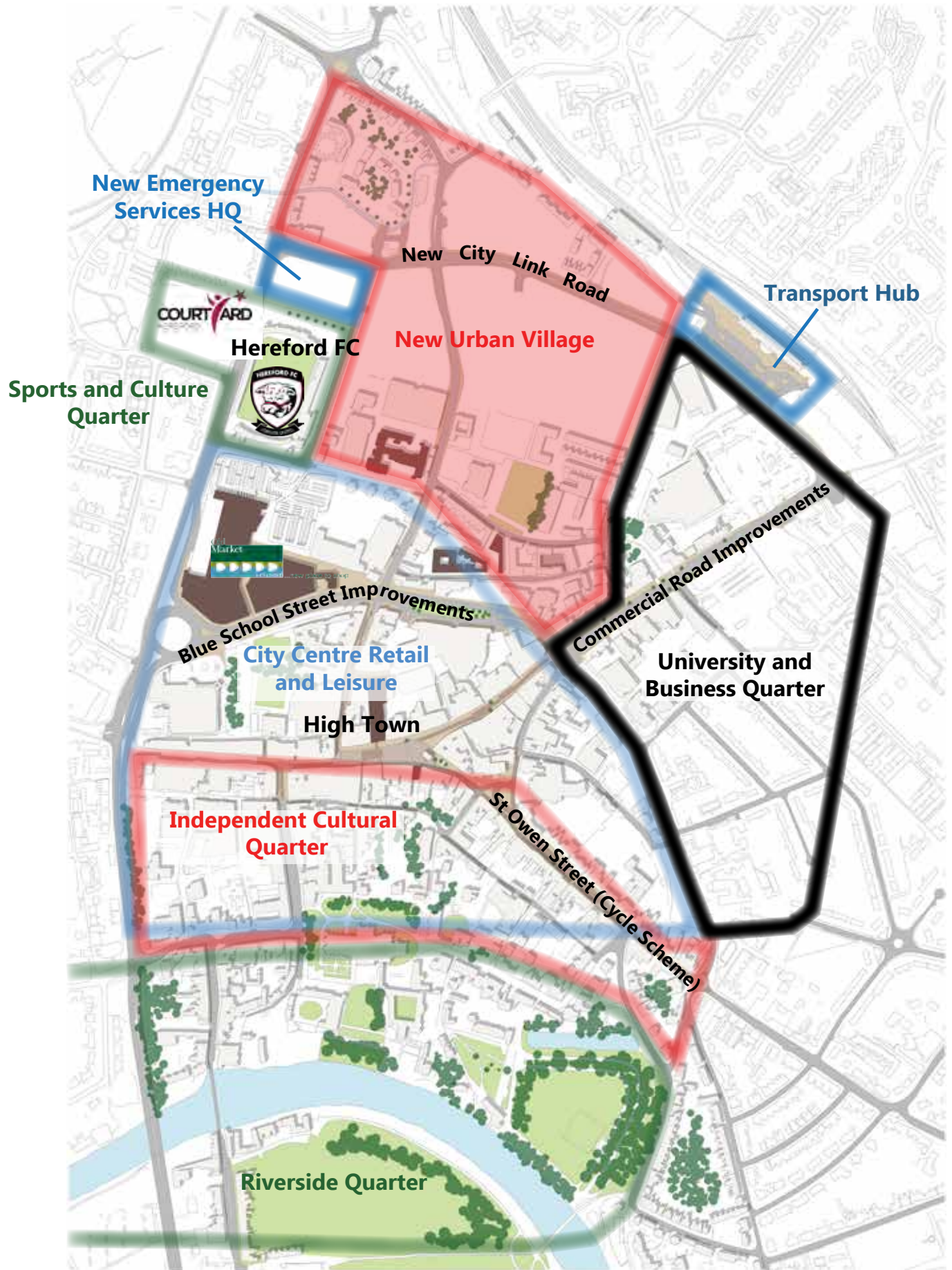
Refurbishment of Commercial Road and Blueschool Street



Balfour Beatty



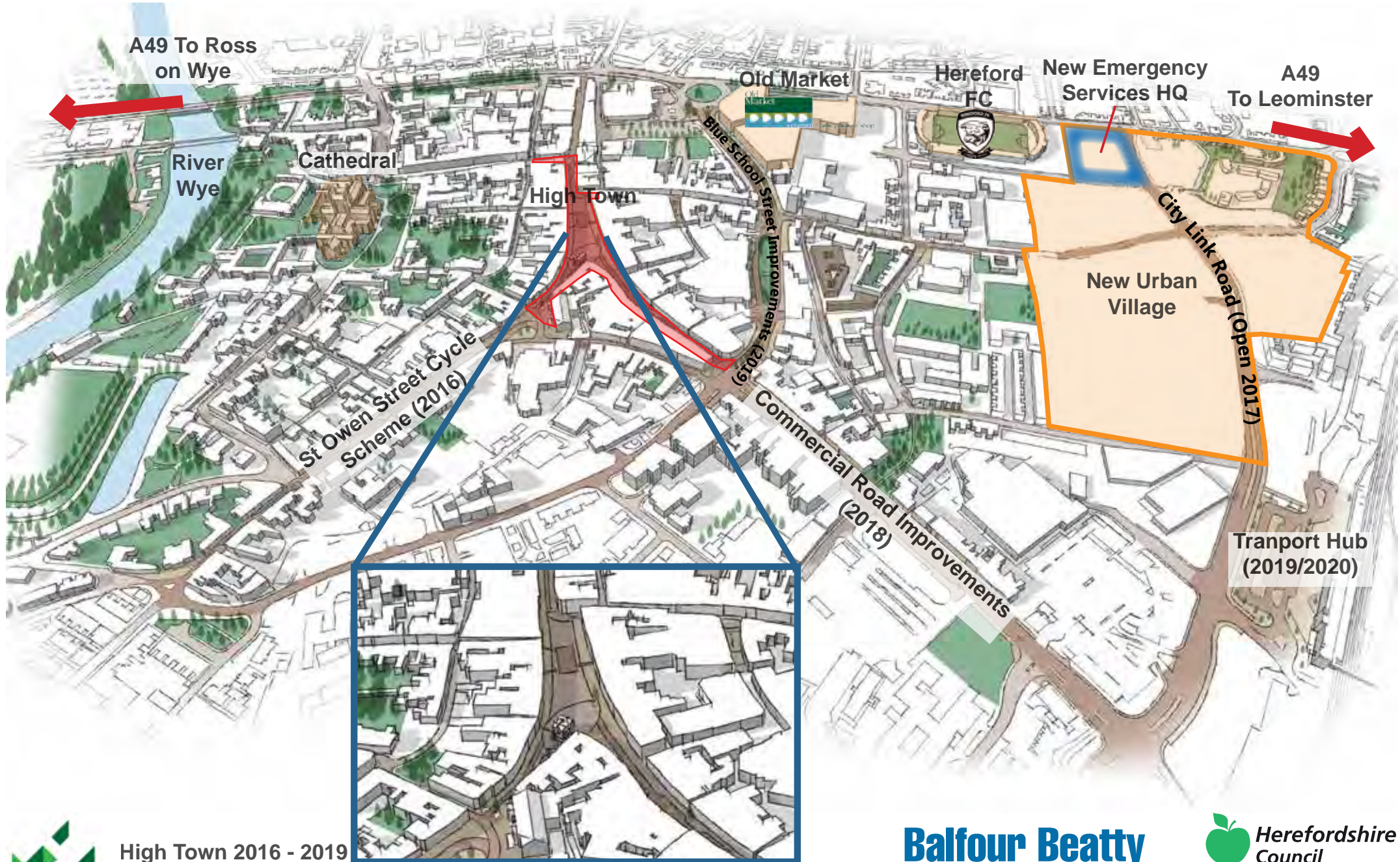
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Hereford High Town



High Town 2016 - 2019

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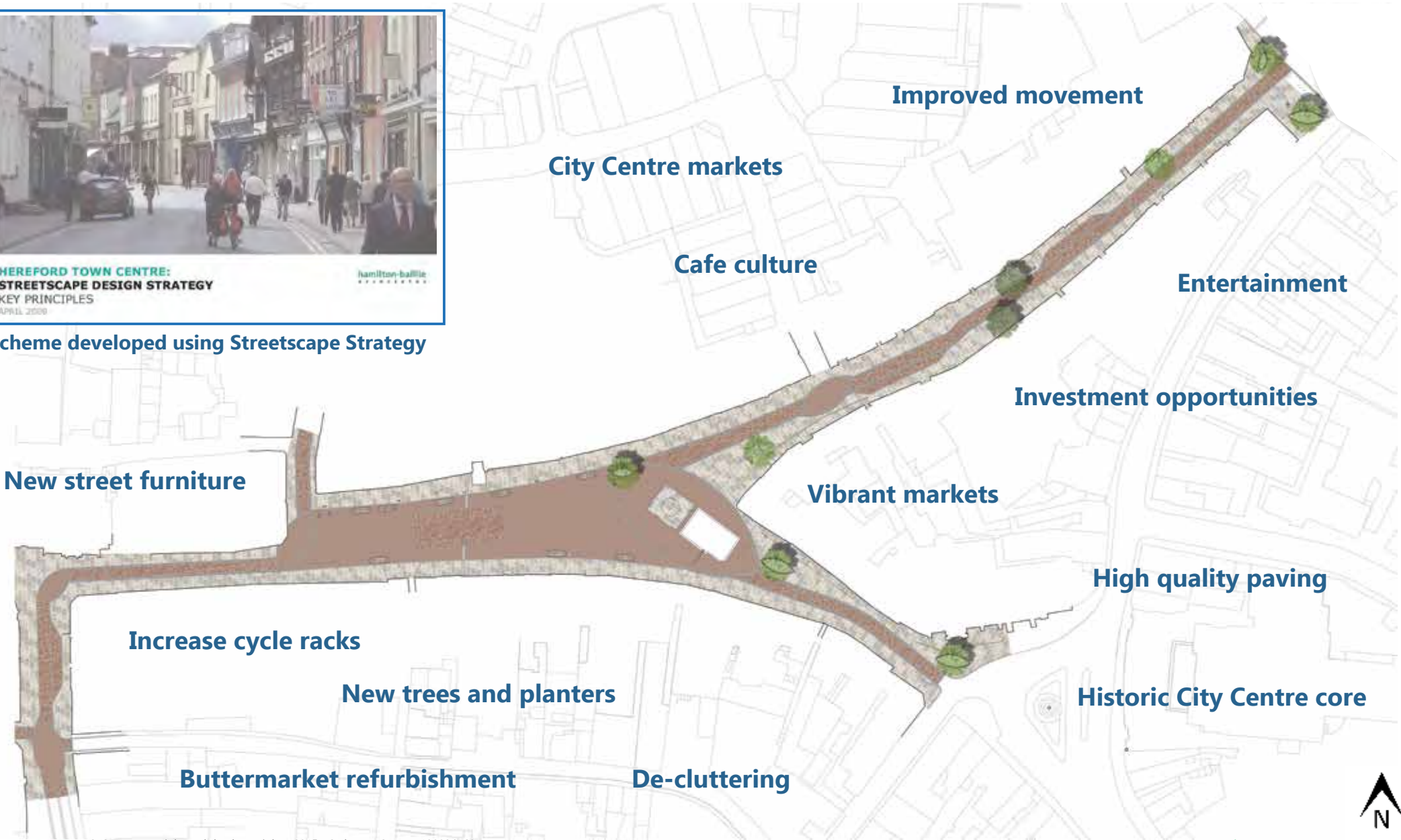
 Herefordshire Council

Working for Herefordshire

High Town, Hereford High Town Plan



Scheme developed using Streetscape Strategy



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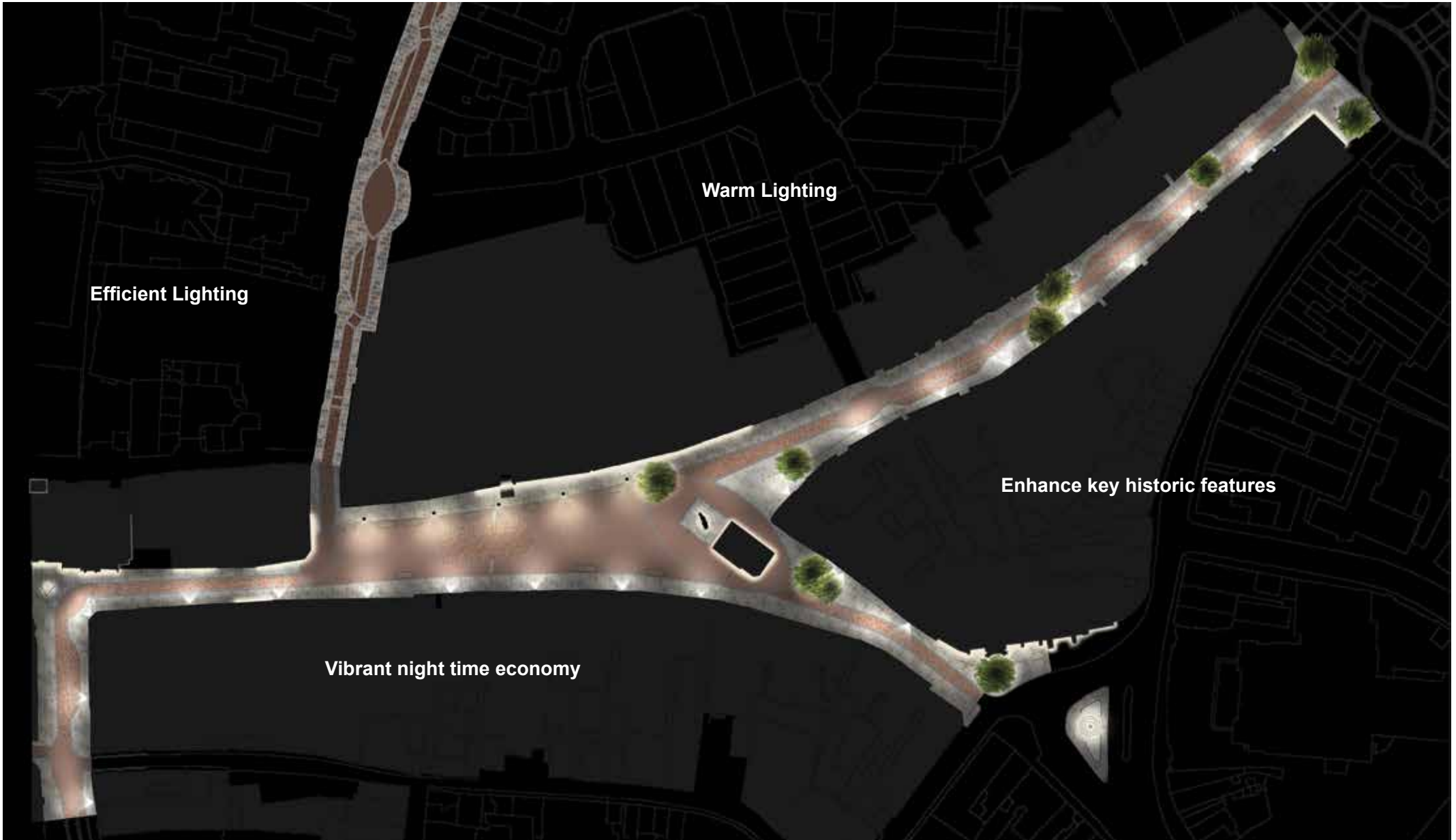
Balfour Beatty

 **Herefordshire
Council**

Working for Herefordshire

High Town, Hereford

Indicative Lighting Plan



Balfour Beatty



Working for Herefordshire

High Town, Hereford

High Town



View of High Town looking towards the Old House



Balfour Beatty

 **Herefordshire Council**

Working for Herefordshire

High Town, Hereford Commercial Street



View along Commercial Street looking towards Commercial Road



Balfour Beatty

 **Herefordshire Council**

Working for Herefordshire

High Town, Hereford High Street



View along High Street looking towards High Town



Balfour Beatty



Working for Herefordshire

High Town, Hereford Broad Street



View along Broad Street looking towards All Saints Church



Balfour Beatty

 **Herefordshire Council**

Working for Herefordshire

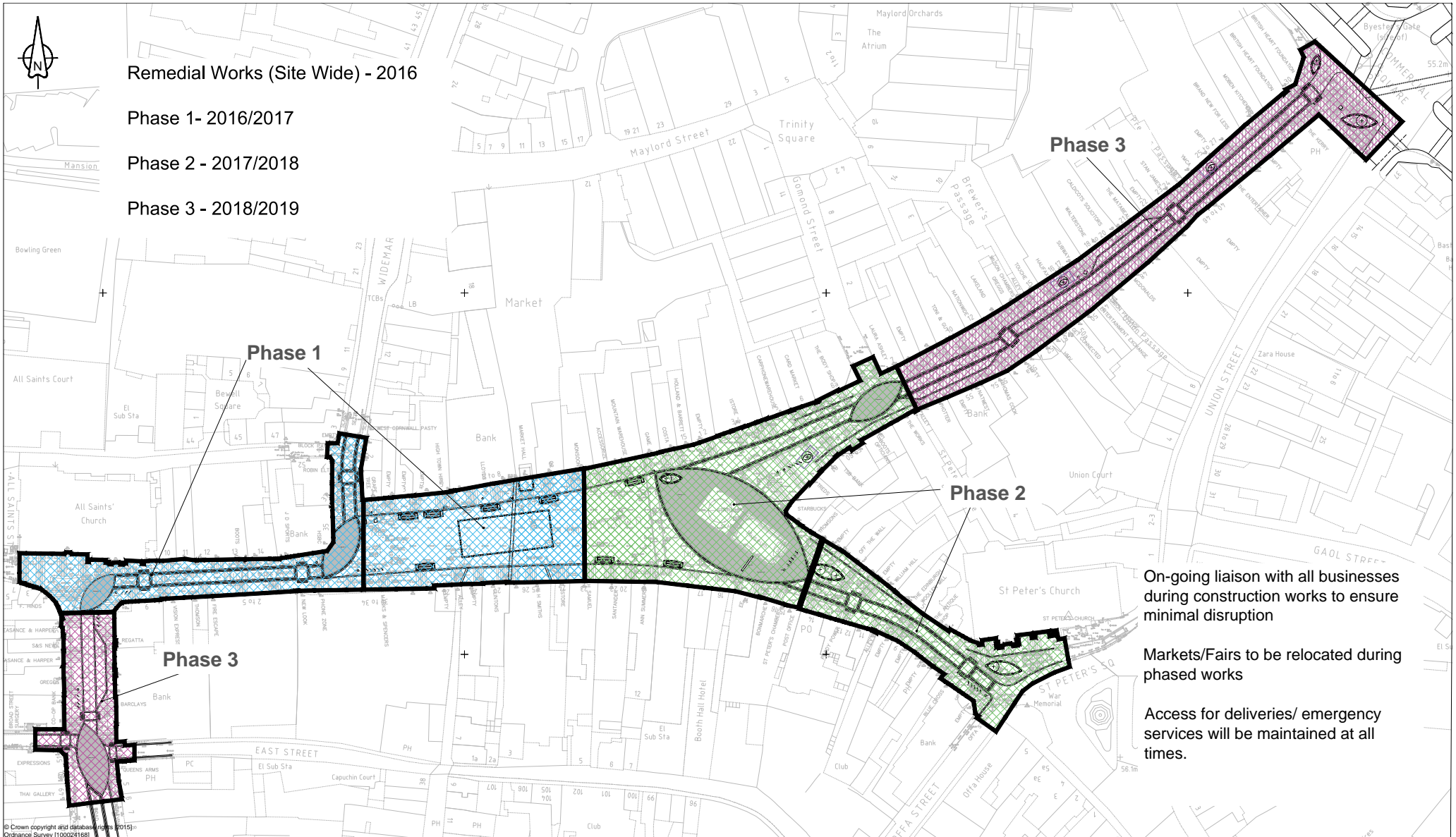
High Town, Hereford St Peter's Street



View along St Peter's Street looking towards the Old House



Proposed Construction Phasing Plan

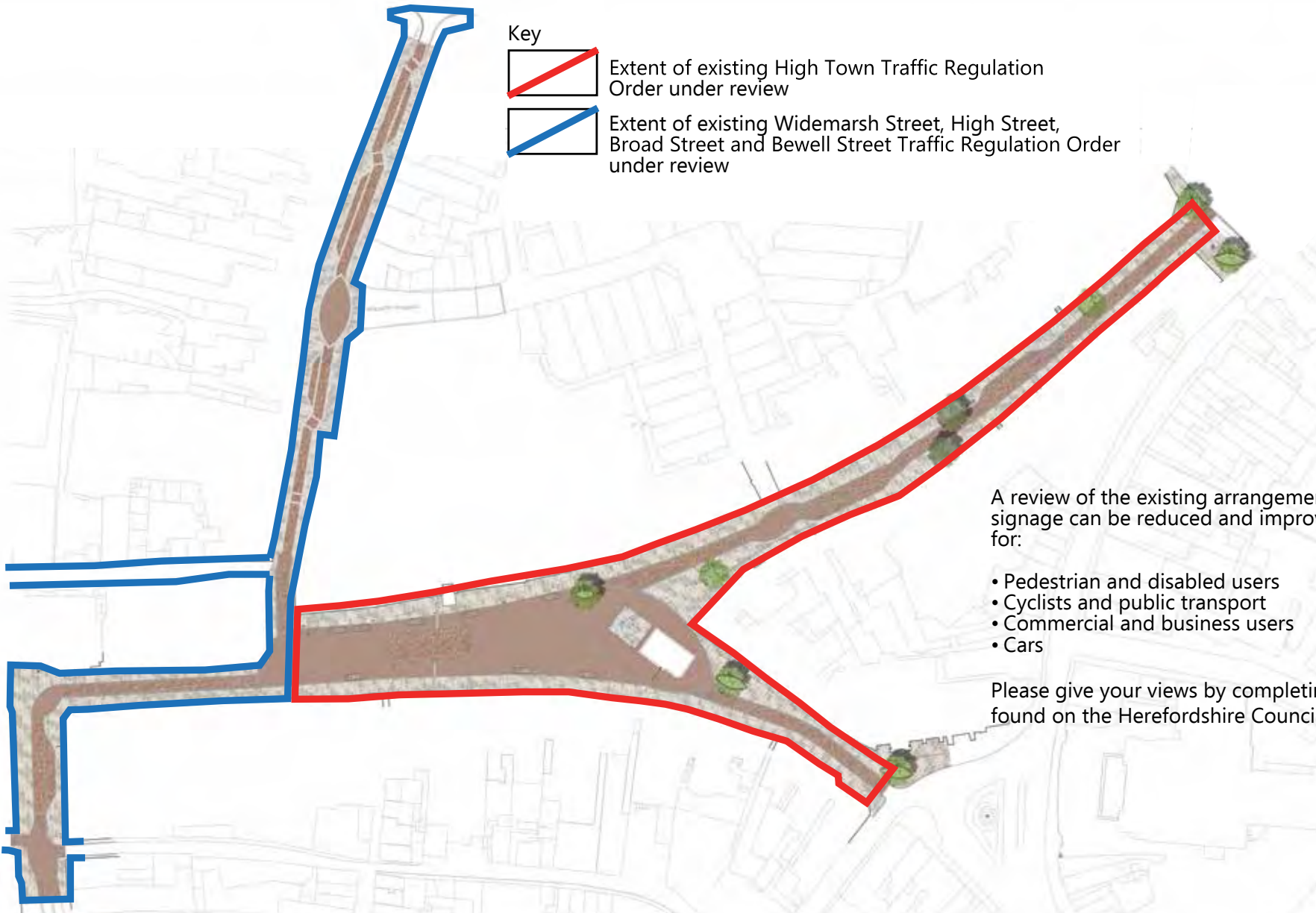


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Working for Herefordshire

High Town, Hereford Controlling Movement



Key

-  Extent of existing High Town Traffic Regulation Order under review
-  Extent of existing Widemarsh Street, High Street, Broad Street and Bewell Street Traffic Regulation Order under review

A review of the existing arrangements and how signage can be reduced and improvements made for:

- Pedestrian and disabled users
- Cyclists and public transport
- Commercial and business users
- Cars

Please give your views by completing the survey found on the Herefordshire Council website



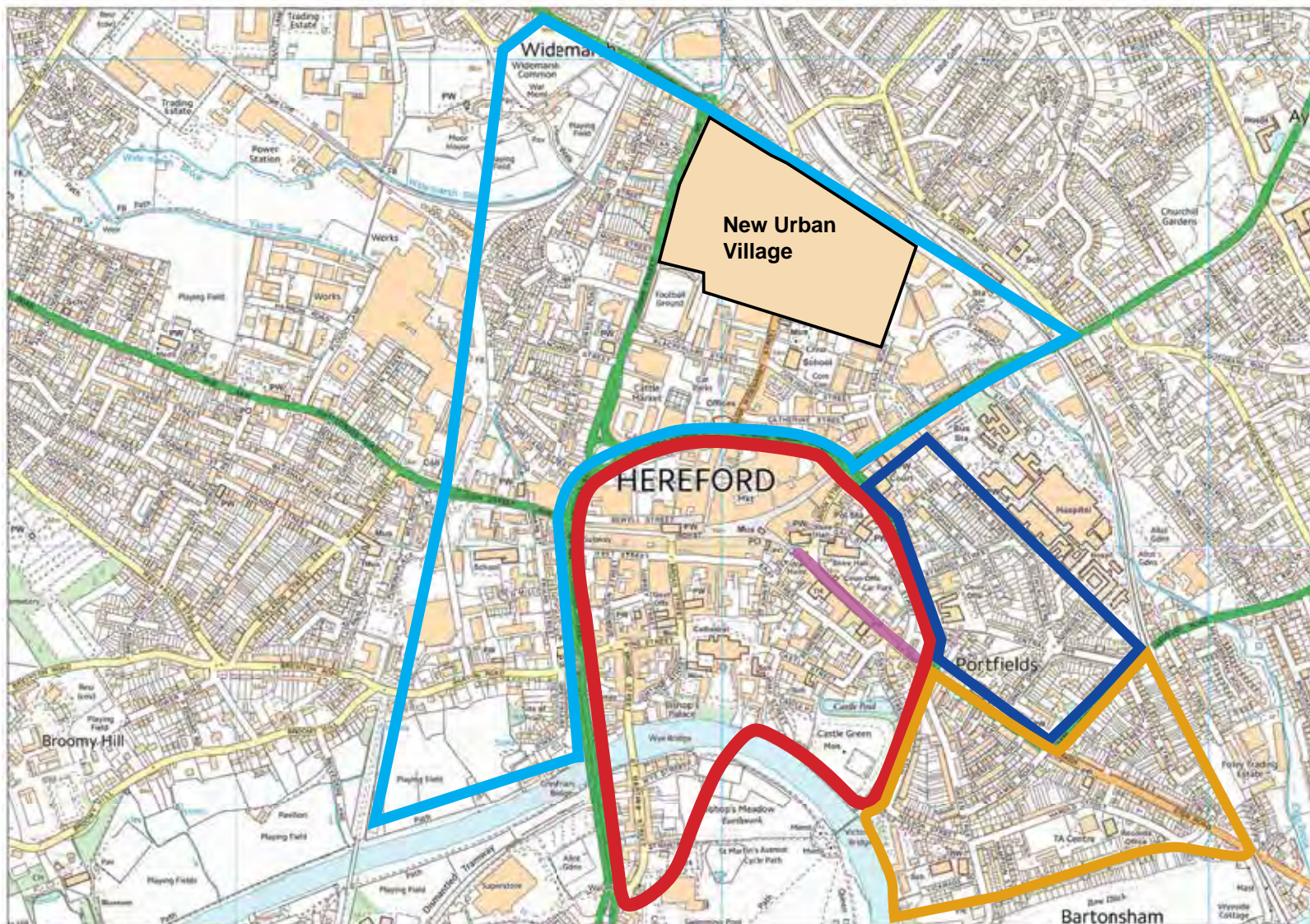
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 **Herefordshire Council**

Working for Herefordshire

Proposed Parking Reviews



Potential Residential Parking Review

The review will consider:

- Accommodating residents and their visitors parking close to their homes
- Introduction of restrictions for other vehicles
- Consultation with residents January 2016
- Urban Village parking provision will be developed as part of the detailed design

St Owen Street Contraflow Cycle Lane & Parking Review

- Public consultation January 2016

Existing Residents Parking

- Portfields / Central Avenue

Existing Residents Parking

- St James and Bartonsham

Central Area

The review will consider:

- Where charges will apply
- How residents will be accommodated
- Loading & disabled parking
- Waiting time restrictions
- Parking charges

Please give your views by completing the survey found on the Herefordshire Council website.



Balfour Beatty



Working for Herefordshire

High Town, Hereford Materials Palette & Street Furniture

Materials Palette



Example of proposed cast metal panels with text to replace existing lettering in paving



Paving finishes used in Widemarsh Street to be used in High Town proposals



Granite kerb and Porphyry setts, kerbs to be laid flush with paving

Street Furniture



Proposed timber and metal frame seating; High Town seats to be supplied with armrests



Stainless steel cycle stands



Stainless Steel Litter Bin





*Thank you for
attending the
exhibition.
Please leave us
your feedback or
complete the
questionnaire online*



Balfour Beatty



Working for Herefordshire

Appendix B

SURVEY QUESTIONNAIRES



Thank you for visiting the exhibition to view the proposals for the High Town Public Realm Improvement Scheme

We would welcome your comments and views on the proposals

Please visit www.herefordshire.gov.uk/high-town to view the exhibition panels and complete surveys online

Please visit www.hereford2020.com/ if you would like to view in more detail the future plans for Hereford.

Thank you



This section helps us understand your responses but it is optional:

Age Gender

Postcode (Only first three characters needed)

Are you:

Resident in the City Centre Yes No

Visitor to the City Centre Yes No

Employee in the City Centre Yes No

City Centre Business Owner Yes No (If Yes, please fill out the trader survey pack)

The Hightown scheme is part of an emerging masterplan for Hereford City. The scheme will create an attractive vibrant city centre to help support existing businesses and create new opportunities to encourage more visitors and retailers to the city centre. It will create an excellent space for pedestrians and cyclists and will ensure a clean, modern and clutter free city centre.

This consultation seeks to understand the impact this scheme will have on retailers, residents, shoppers and visitors to the city and enable individual feedback to be considered and to inform the design and delivery of the scheme.

If you are completing this survey online you can view the exhibition panels using the following link:

www.herefordshire.gov.uk/high-town

1. Do you support the vision to develop Hereford as a vibrant, residential, commercial and tourist centre? Yes No
2. Do you support the High Town public realm improvement scheme? Yes No
3. Do you feel the scheme will generate economic benefits for High Town? Yes No

4. Are you in favour of the following scheme proposals for High Town;

- High quality paving similar to Widemarsh St Yes No
- High quality landscaping and planting in the High Town area Yes No
- New high quality street furniture Yes No
- Improved street lighting Yes No
- An increase in cycle parking Yes No
- Improved signage to City Centre landmarks Yes No
- A review of movements in the High Town area Yes No

Please give comments:

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5. Do you support the phased construction of the public realm improvement scheme as shown below:

Yes

No



Please give comments:

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6. Please provide any additional comments about the proposals. In particular, could you give reasons as to why you like or dislike a particular aspect of the proposals?

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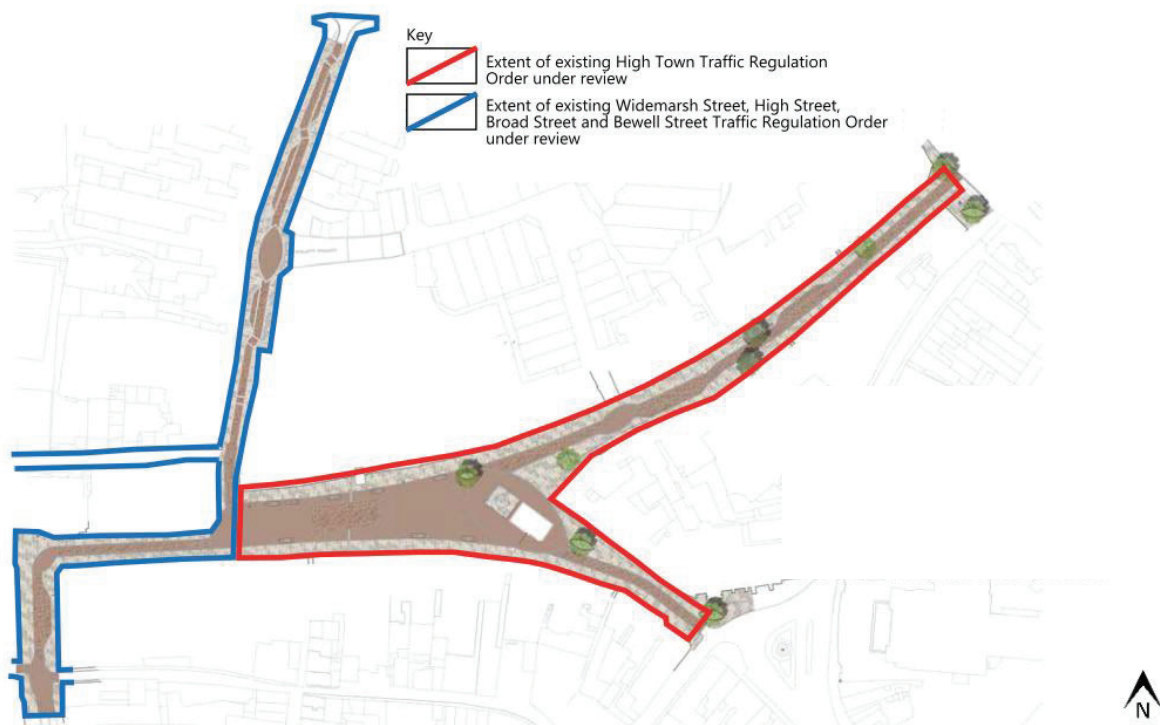
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As part of this improvement scheme we are reviewing traffic regulation orders in High Town, Widemarsh Street, High Street, Broad Street and Bewell Street. This review will seek to reduce signage and determine how these areas can be improved for:

- Pedestrian and disabled users
- Cyclist and public transport
- Commercial and business users
- Cars



In High Town the following arrangements are currently in place (red boundary):

Vehicle Type	Vehicle prohibited between 10:30 and 16:30	Vehicle prohibited outside of 10:30 and 16:30
Private cars	Yes	Yes
Pedal cycles	Yes	No
Goods vehicle involved in loading and unloading	Yes	No
Refuse collection	Yes	No
Taxis	Yes	Yes
Buses	Yes	Yes
Other exempt vehicles	No	No

On Widemarsh Street, Bewell Street, High Street and Broad Street the following arrangements are currently in place (blue boundary):

Vehicle Type	Vehicle prohibited between 10:30 and 16:30	Vehicle prohibited outside of 10:30 and 16:30
Private cars	Yes	No
Pedal cycles	Yes	No
Goods vehicle involved in loading and unloading	Yes	No
Refuse collection	Yes	No
Taxis	Yes	No
Buses	Yes	No
Other exempt vehicles	No	No

7. Please let us know your views on the following potential changes that could be introduced:

7a. Cycling

During what times do you think cyclists should be allowed to cycle in the High Town area?

	High Town	Widemarsh Street, Bewell Street, High Street & Broad Street
Retain existing arrangement allowing cycles outside of the 10:30 to 16:30 window only (no change)	<input type="checkbox"/>	<input type="checkbox"/>
Other time periods': at all times except for the below time period (Please complete): : to :	<input type="checkbox"/>	<input type="checkbox"/>
Allow cycling at any time	<input type="checkbox"/>	<input type="checkbox"/>
No cycling allowed at all	<input type="checkbox"/>	<input type="checkbox"/>

7b. Loading and unloading

	High Town	Widemarsh Street, Bewell Street, High Street & Broad Street
Retain existing arrangement allowing loading and unloading outside of the 10:30 to 16:30 window only (no change)	<input type="checkbox"/>	<input type="checkbox"/>
Other time period': at all times except for the below time period (please complete): : to :	<input type="checkbox"/>	<input type="checkbox"/>
Allow loading and unloading at all times	<input type="checkbox"/>	<input type="checkbox"/>

7c. Taxis

Do you feel that the current arrangements for taxi's are appropriate?

	High Town	Widemarsh Street, Bewell Street, High Street & Broad Street
Yes	<input type="checkbox"/>	<input type="checkbox"/>
No	<input type="checkbox"/>	<input type="checkbox"/>
No Opinion	<input type="checkbox"/>	<input type="checkbox"/>

If you select 'No' please provide comments in the box below as to why.

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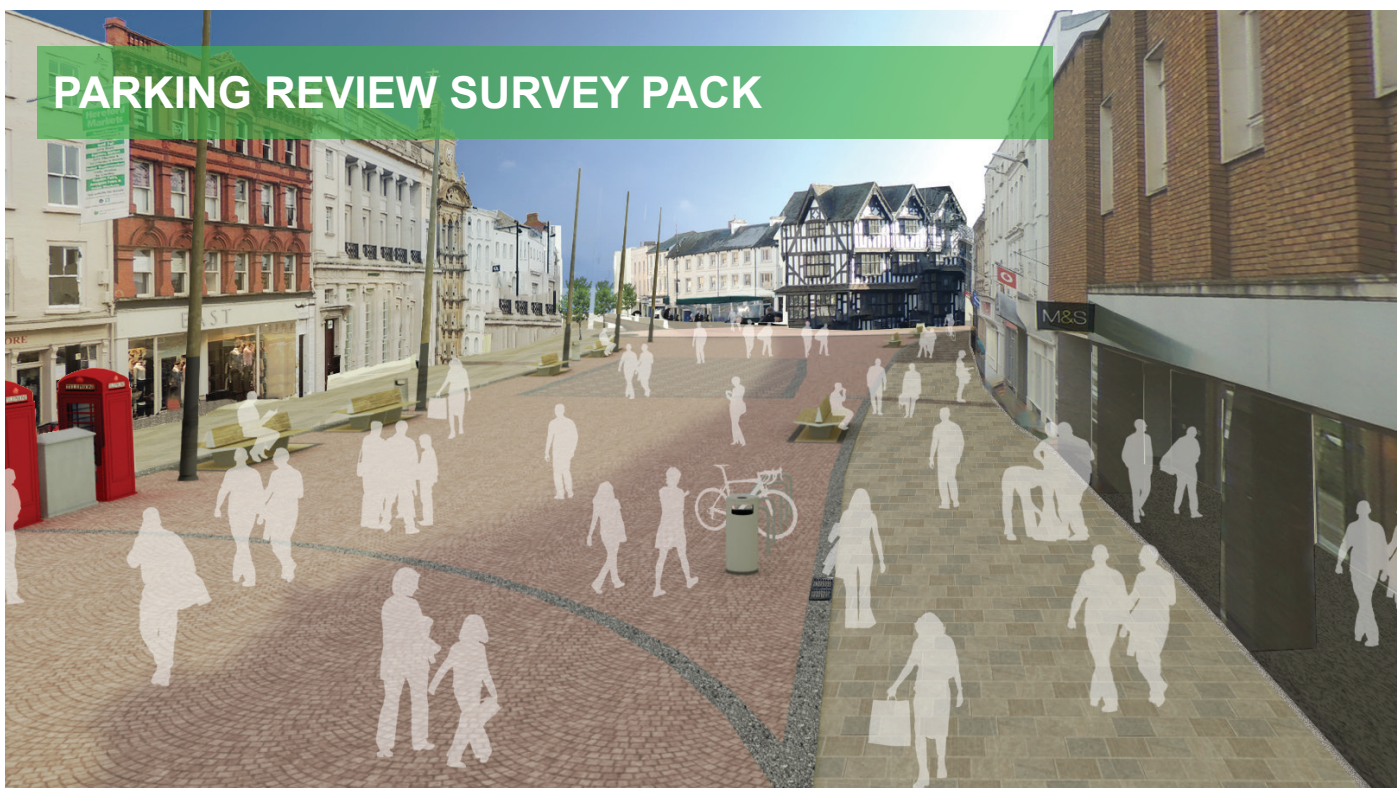
We would like to understand how you travel to and park in High Town and your shopping habits.

8.

Transport mode	Visits Per Week	Av. spend (£)
Car
Bicycle
Bus
Walk
Taxi

9. How do you park when visiting High Town?

On street parking	<input type="checkbox"/>
Council or Private car park	<input type="checkbox"/>
Cycle stands	<input type="checkbox"/>
None	<input type="checkbox"/>



Thank you for visiting the exhibition to view the proposals for the High Town Public Realm Improvement Scheme

We would welcome your comments and views on the proposals

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Please visit www.hereford2020.com/ if you would like to view in more detail the future plans for Hereford.

Thank you



Balfour Beatty



Working for Herefordshire

This part helps us understand your responses but it is all optional:

Age Gender

Postcode (*Only first three characters needed*)

Are you:

Resident of the City Centre Yes No

Visitor to the City Centre Yes No

Employee in the City Centre Yes No

City Centre Business owner Yes No

The roads within the historic city centre of Hereford play a vital role in providing access to premises and roadside space is allocated to a variety of uses including short term parking and deliveries. It is important that we make best use of the available space to support the economy of the city centre and make sure that the area functions well for business, residents and visitors.

Following consultations and discussions with stakeholders in 2014, the approach to managing the use of on street parking in the area has been reviewed.

As a result, consideration is being given to:

- 1. The introduction of charges for on street parking to improve the management of the available space to improve access to the city centre**
- 2. The arrangements for loading bays to ensure space for deliveries**
- 3. Provision of additional residents parking areas to accommodate the needs of residents**
- 4. Provision for disabled people needing to parking in the centre**

If you are completing this survey online you can view the exhibition panels using the following link:

www.herefordshire.gov.uk/high-town

Introduction of on street parking charges is being considered in the following historic core streets Monday to Sunday 08:00-22:00:

Street	PS1 Waiting Restrictions
Broad Street St Owen Street Aubrey Street Harrison Street Bridge Street East Street Gaol Street Mill Street King Street St John Street	1 hour, No Return within 2 hours
Cantilupe Street Castle Street St Ethelbert Street	2 hours, No Return within 4 hours

The following charges are being considered:

20p for the first 30 minute

£1.50 for 1 hour

£3.00 for 2 hours

We are interested in your views on these proposals.

1. Do you support the principle of introducing on street parking charges?

Strongly agree

Agree

Don't care

Disagree

Strongly disagree

If on-street parking charges are introduced for the city centre:

2. Should they apply:

Monday to Friday

Monday to Saturday

All days

Other

Please provide your comments:

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3. Should charges apply:

8am to 4pm

8am to 6.30pm

8am to 8pm

8am to 10pm

Other

Please provide your comments:

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4. Maximum waiting time should be:

30 mins

1 hour

2 hours

Other

Please provide your comments:

.....

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5. Parking charge for 30 minutes should be:

Free

20p

30p

40p

Other

Please provide your comments:

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6. Parking charge for 1 hour should be:

£1.50

£2.00

Other

Please provide your comments:

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7. Parking charge for 2 hours should be:

£3.00

£3.50

Other

Please provide your comments:

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8. Should there be restrictions for loading on the followings streets. If yes can you indicate what loading restrictions you would prefer:

Please circle:

Road Name	Classes of vehicle allowed	Max Loading Period	Return Period
Aubrey Street	All vehicles / good vehicles only	15m / 20m / 30m	1h / 2h / No return
Bridge Street	All vehicles / good vehicles only	15m / 20m / 30m	1h / 2h / No return
Broad Street	All vehicles / good vehicles only	15m / 20m / 30m	1h / 2h / No return
Cantilupe Street	All vehicles / good vehicles only	15m / 20m / 30m	1h / 2h / No return
Castle Street	All vehicles / good vehicles only	15m / 20m / 30m	1h / 2h / No return
East Street	All vehicles / good vehicles only	15m / 20m / 30m	1h / 2h / No return
Gaol Street	All vehicles / good vehicles only	15m / 20m / 30m	1h / 2h / No return
Harrison Street	All vehicles / good vehicles only	15m / 20m / 30m	1h / 2h / No return
King Street	All vehicles / good vehicles only	15m / 20m / 30m	1h / 2h / No return
Mill Street	All vehicles / good vehicles only	15m / 20m / 30m	1h / 2h / No return
St Ethelbert Street	All vehicles / good vehicles only	15m / 20m / 30m	1h / 2h / No return
St John Street	All vehicles / good vehicles only	15m / 20m / 30m	1h / 2h / No return
St Owen Street	All vehicles / good vehicles only	15m / 20m / 30m	1h / 2h / No return

9. If parking charges were to apply on the following streets and should there provision / exemption for residents:

Please circle:

Road name	Pay & Display parking on-street	Permit Parking exemption for residents
Aubrey Street	Yes / No	Yes / No
Bridge Street	Yes / No	Yes / No
Broad Street	Yes / No	Yes / No
Cantilupe Street	Yes / No	Yes / No
Castle Street	Yes / No	Yes / No
East Street	Yes / No	Yes / No
Gaol Street	Yes / No	Yes / No
Harrison Street	Yes / No	Yes / No
King Street	Yes / No	Yes / No
Mill Street	Yes / No	Yes / No
St Ethelbert Street	Yes / No	Yes / No
St John Street	Yes / No	Yes / No
St Owen Street	Yes / No	Yes / No

10. Do you think it is appropriate to extend residents parking areas to all residential areas immediately surrounding the city centre (see exhibition panel).

Yes

No

No opinion

Please provide your comments:

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11. Previously you told us that there was about the right level of disabled parking. Do you agree this should be retained when we develop detailed street by street proposals?

Yes

No

No opinion

Please provide your comments:

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Thank you for visiting the exhibition to view the proposals for the High Town Public Realm Improvement Scheme

We would welcome your comments and views on the proposals

Please visit www.herefordshire.gov.uk/high-town to view the exhibition panels and complete surveys online

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Thank you



Balfour Beatty

 **Herefordshire Council**

Working for Herefordshire

This part helps us understand your responses but it is optional:

Name Business Name

Your Role..... Business Type

Business Address

The High town scheme is part of an emerging masterplan for Hereford City.

The scheme will create an attractive vibrant city centre to help support existing businesses and create new opportunities to encourage more visitors and retailers to the city centre.

It will create an excellent space for pedestrians and cyclists and will ensure a clean, modern and clutter free city centre.

This consultation seeks to understand the impact this scheme will have on retailers, residents, shoppers and visitors to the city and enable individual feedback to be considered and to inform the design and delivery of the scheme.

If you are completing this survey online you can view the exhibition panels using the following link:

www.herefordshire.gov.uk/high-town

1. Do you support the vision to develop Hereford as a vibrant, residential, commercial and tourist centre? Yes No
2. Do you support the High Town public realm improvement scheme? Yes No
3. Do you feel the scheme will generate economic benefits for High Town? Yes No

4. Are you in favour of the following scheme proposals for High Town;

- High quality paving similar to Widemarsh St Yes No
- High quality landscaping and planting in the High Town area Yes No
- New high quality street furniture Yes No
- Improved street lighting Yes No
- An increase in cycle parking Yes No
- Improved signage to City Centre landmarks Yes No
- A review of movements in the High Town area Yes No

Please give comments:

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5. Do you support the phased construction of the public realm improvement scheme as shown below:

Yes

No



Please give comments:

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6. Please provide any additional comments about the proposals. In particular, could you give reasons as to why you like or dislike a particular aspect of the proposals?

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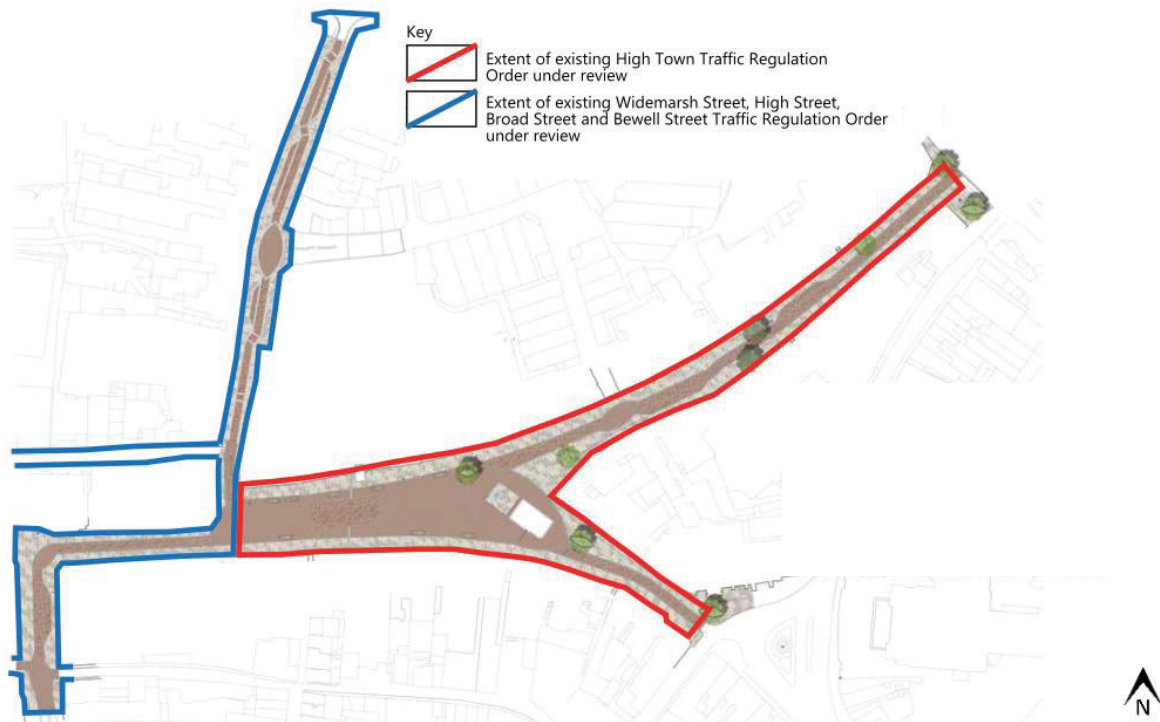
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As part of this improvement scheme we are reviewing Traffic Regulation Orders in High Town, Widemarsh Street, High Street, Broad Street and Bewell Street. This review will seek to reduce signage and determine how these areas can be improved for:

- Pedestrian and disabled users
- Cyclist and public transport
- Commercial and business users
- Cars



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Private cars	Yes	Yes
Pedal cycles	Yes	No
Goods vehicle involved in loading and unloading	Yes	No
Refuse collection	Yes	No
Taxis	Yes	Yes
Buses	Yes	Yes
Other exempt vehicles	No	No

On Widemarsh Street, Bewell Street, High Street and Broad Street the following arrangements are currently in place (blue boundary):

Vehicle Type	Vehicle prohibited between 10:30 and 16:30	Vehicle prohibited outside of 10:30 and 16:30
Private cars	Yes	No
Pedal cycles	Yes	No
Goods vehicle involved in loading and unloading	Yes	No
Refuse collection	Yes	No
Taxis	Yes	No
Buses	Yes	No
Other exempt vehicles	No	No

7. Please let us know your views on the following potential changes that could be introduced:

7a. Cycling

During what times do you think cyclists should be allowed to cycle in the High Town area?

	High Town	Widemarsh Street, Bewell Street, High Street & Broad Street
Retain existing arrangement allowing cycles outside of the 10:30 to 16:30 window only (no change)	<input type="checkbox"/>	<input type="checkbox"/>
Other time period': at all times except for the below time period (Please complete): : to :	<input type="checkbox"/>	<input type="checkbox"/>
Allow cycling at all times	<input type="checkbox"/>	<input type="checkbox"/>
No cycling allowed at any time	<input type="checkbox"/>	<input type="checkbox"/>

7b. Loading and unloading

	High Town	Widemarsh Street, Bewell Street, High Street & Broad Street
Retain existing arrangement allowing loading and unloading outside of the 10:30 to 16:30 window only (no change)	<input type="checkbox"/>	<input type="checkbox"/>
Other time period': at all times except for the below time period (please complete): : to :	<input type="checkbox"/>	<input type="checkbox"/>
Allow loading and unloading at all times	<input type="checkbox"/>	<input type="checkbox"/>

7c. Taxis

Do you feel that the current arrangements for taxi's are appropriate?

High Town

Widemarsh Street, Bewell
Street, High Street
& Broad Street

Yes

No

No Opinion

If you select 'No' please provide comments in the box below as to why.

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Any additional comments

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.....

8. Your customers

How many of your customers do you believe travel by the following modes of transport each week and how much they spend on average per visit?

Transport mode	Customers Per Week (%)	Av. spend per customer (£)
Car
Bicycle
Bus
Walk
Taxi

9. What parking provisions do you believe are available for your customers?

On street parking

Council or Private car park

Cycle stands

We would like to understand the impact of the scheme on the local economy and would like to gather data before the scheme is delivered, which can be compared with post scheme data. This information will be really valuable and will help the Council plan future investment and improve the chance of successfully securing future funding from the Government.

Any information you provide will be treated in absolute confidence. Individual businesses will not be identified in any future reports.

10. Can you tell us the total number of staff you currently employ in your High Town business:

Total number of employees at this location

11. Over the next three years how much growth are you expecting your business in Hereford to achieve?

Please tick one box

Very good growth

Good growth

Average growth

No growth

Negative growth

12. Please could you state if your takings are up, down or unchanged at this point in the year over the previous two years: (Please give an estimated change as a percentage i.e up by 3 %)

Takings are up by

Takings are down by

Takings are unchanged

13. In the last 12 months (September 2014 to September 2015), could you give us an approximate value (to the nearest £500) for the amount you have invested in:

Internal refurbishment: (new fixtures and fittings, new furniture, painting or decorating)

Frontage: (e.g. new livery, signs, canopy, painting or renovation costs)

Outdoor trading: (e.g. purchasing an outdoor license, new outdoor furniture)