
Challenges and Opportunities

Strengths

- Compact city, short distances to work, school, shop
- Well developed active travel network
- Established high levels of walking and cycling
- Partnerships with Marches LEP and Highways England
- Resilient communities with strong voluntary sector
- Adopted Core Strategy setting out locations of homes and jobs

Weaknesses

- Sparsely populated county
- Elderly and aging population
- Single river crossing in Hereford
- Rural bus network thin and decreasing
- Short distance car journeys
- Long distance freight through city centre
- Poor access to rail station

Opportunities

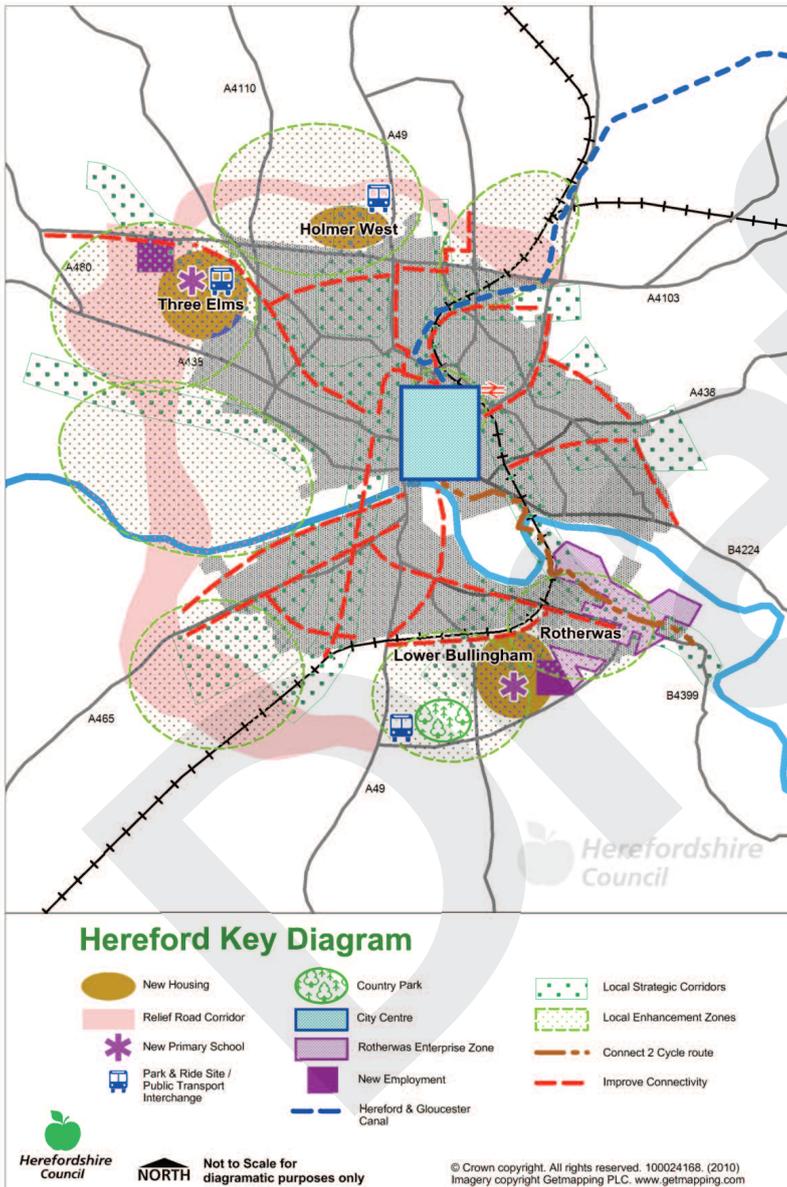
- New infrastructure to improve access enabling new houses and jobs
- Hereford Enterprise Zone providing catalyst for change
- Improved city centre environment for pedestrians and cyclists
- Increase in long stay parking tariff
- Converting short car journeys to active travel, reducing congestion, improving air quality and health
- Increased partnership working

Threats

- Planned growth generates additional congestion
- Increasing access needs of less mobile population
- Failure to reduce short car journeys in Hereford increasing congestion, reducing air quality and health
- Aging traffic management system
- Additional budget restrictions
- Extreme weather events and climate change

Herefordshire Core Strategy

The Core Strategy sets out our plans for more housing and jobs and the infrastructure required for their delivery. This Local Transport Plan fully supports the Core Strategy and describes the transport strategies which will deliver our transport and Core Strategy objectives.



The Enterprise Zone will encourage significant additional business investment and jobs at Rotherwas. With the traffic capacity of the A49 south of the Greyfriars Bridge Wye crossing being constrained, the Enterprise Zone has developed an area wide Travel Plan to encourage more sustainable travel and particularly the use of public transport, walking and cycling.

The Travel Plan, implemented in part through individual company travel plans, contains a range of projects to maximise scheme delivery such as the Hereford Greenway pedestrian and river crossing.

Hereford Enterprise Zone Schemes for 2016/2021

- Work with the Hereford Enterprise Zone and companies based on Rotherwas to deliver the Rotherwas Area Travel Plan
- Deliver a programme of schemes designed to reduce peak hour single occupancy car use
- Work with Highways England to identify additional traffic capacity to release Hereford Enterprise Zone land for more jobs

Our approach – working with partners

Marches Local Enterprise Partnership Strategic Economic Plan:

- Working with the MLEP we have identified strategic priorities to speed up scheme delivery and economic regeneration.
- prioritised funding for two major projects in the Strategic Economic Plan and Government has allocated £43m towards these projects. Both are transport packages comprising new road and active travel schemes which will support more homes and jobs.



Highways England

Route Investment Strategy:

- Working with HE we have developed a shared evidence base to assess the Core Strategy and reach agreement on the strategic infrastructure requirements
- Delivered three pinch point schemes in Hereford at Edgar Street, Asda and Starting Gate roundabouts
- Jointly analysed and delivered road safety measures on the A49 south of Hereford which have reduced casualties
- Undertaking joint assessment of strategic housing and employment sites coming forward in the Core Strategy

In the West Midlands region:

- Midlands Connects project – identifying the role for Herefordshire and the MLEP in supporting regional economic growth
- Midlands Rail Franchise – engaged in partnership to consider devolved management of the London Midland Franchise to give more control over local rail services between Hereford and Birmingham
- Working in the rail sector (Network Rail and Train Operating Companies) we have identified changes to improve access and future capacity



Local Partners

With local bus operators:

- Previous reviews to reduce costs whilst maintaining services
- Retention of local commercial services following the departure of FirstGroup
- Reviewing best practice to build consensus for our future aspirations, particularly around the emerging Buses Bill and Devolution.

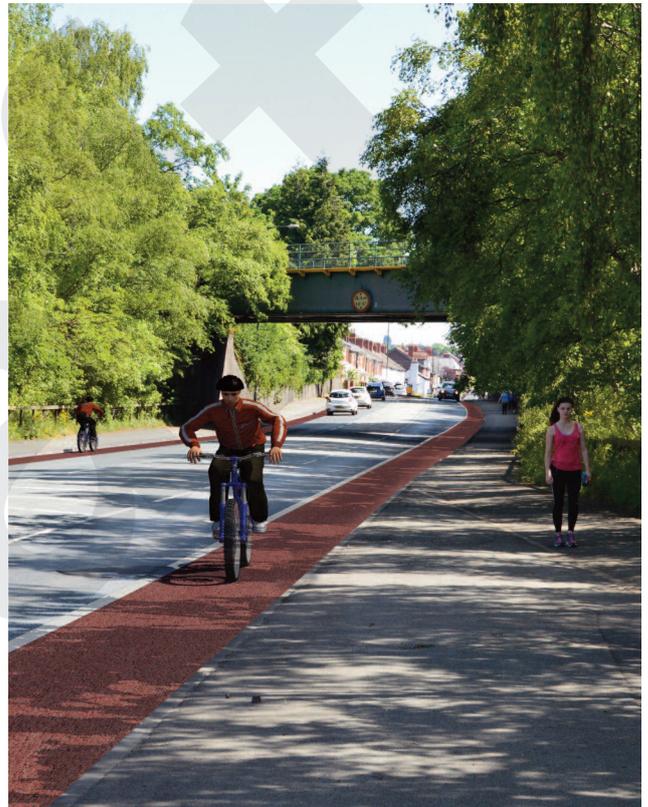


Third sector:

- Working with community transport operators to deliver countywide coverage,
- Herefordshire Voluntary Organisation Support Service community minibus links
- Parish councils and Lengthsman schemes to commission highway services

Schools:

- Support for school transport for children not eligible
- Through developing our Sustainable Modes of Travel to Schools Strategy we are supporting schools to tackle their transport problems, joined up with lifestyle issues/childhood obesity



Health:

- Working with the public health sector to deliver the objectives of the council's Health and Well-being Strategy
- Developing a joint promotions campaign to highlight the benefits of physical activity
- Through sharing a Public Health director with Shropshire we are exploring coordinated delivery of active travel, lifestyle training and other promotional activity which would benefit health

