

Local Transport Plan 5

2025-2041

Draft LTP for Public Consultation



May 2025

Contents

Foreword	3
1. Introduction	5
2. LTP Objectives	7
3. Engagement	8
4. Herefordshire at a Glance	111
5. A Place Based Strategy	12
6. Herefordshire's Transport Strategies	133
7. Action Plans: Transport Network	38
8. Action Plan: Rural Herefordshire	4040
9. Action Plan: Hereford City	42

Foreword – Cllr Phillip Price

As Portfolio Holder for Transport and Infrastructure, I am proud to present Herefordshire Council's Local Transport Plan.

This document embodies our vision and steadfast commitment to developing a sustainable, accessible, and efficient transport network that serves every corner of our county and meets the evolving needs of our residents, businesses, and visitors.

Herefordshire is a remarkable county that is renowned for its captivating and stunning natural landscapes along with a rich historical heritage. Our vibrant market towns each with its own unique character and community spirit, from the bustling market days to the events held in these towns, they are the very heart of our local economy and social life. Enhancing safe and convenient transport links between these towns is essential not only to preserve their distinctive qualities but also to support the thriving local commerce and community traditions that make Herefordshire truly special.

A cornerstone of this Conservative administration's strategy is the delivery of the Western Bypass in Hereford. This project is essential for alleviating congestion, enhancing connectivity, and unlocking new economic opportunities its strong community backing underscores its importance. Its development not only reflects the strong support of our community but by facilitating smoother journeys across the region, the bypass will help to better link our market towns and ensure that residents, workers, and visitors can access the unique offerings of each area with ease.

Our approach to the Local Transport Plan has been shaped by extensive engagement with local communities and stakeholders. The policies set out in this plan promote safe, integrated, efficient, and economical transport solutions and they will continue to evolve in partnership with local organisations based on robust, local evidence. Importantly, this plan is not the conclusion—it is part of an ongoing journey, part of an ongoing process of review and enhancement to ensure that our transport network remains responsive to the rich heritage and needs of our County. With our strategic objectives clearly defined, we will keep collaborating with local organisations and communities to refine our solutions based on robust, local evidence. We are committed to continually monitoring the plan and revisiting it to ensure it stays responsive to the evolving needs of our county. We are confident that, through this our transportation system will continue to play a pivotal role in maintaining Herefordshire as a destination where excellence in living, working, and leisure thrives.

I invite you to explore the Local Transport Plan and join us in shaping the future of transport in Herefordshire that supports the individual character of Herefordshire's Market Towns and City. Together, we can create a network that not only meets today's challenges but also paves the way for a bright, sustainable future.



Foreword – Paul Walker, Chief Executive

It is with great pride and optimism that I present this new Local Transport Plan (LTP5) — a document that not only meets but exceeds our council's strategic objectives.

This Local Transport Plan is our latest, comprehensive framework designed to propel Herefordshire into a future underscored by sustainable economic growth, enhanced community wellbeing, and environmental responsibility. This plan reflects extensive engagement with local communities, stakeholders, and expert insights, ensuring every element aligns with our collective ambition to create a transport network that seamlessly connects all corners of our county.



This is our collaborative blueprint, charting the path to our shared future. It acknowledges the challenges our county faces, particularly with the pressures of new housing and growth targets. The LTP is designed to strategically guide our infrastructure investments, ensuring that we manage growth proactively and sustainably while integrating our transport network with the evolving needs of Herefordshire.

Building upon the legacy of our previous initiatives, LTP 5 represents a significant development in our approach to transport planning, integrating modern technologies and sustainable practices with the strategic goals of both Herefordshire Council and the broader regional transport framework. This ensures that our priorities and objectives resonate within a interconnected, region-wide network, powering a connected and resilient Herefordshire for generations to come.

I firmly believe that LTP 5 epitomizes our vision and determination. It stands as both a testament to our accountability and strategic foresight, and a promise to our citizens that we are prepared to meet the future head-on, seize emerging opportunities, and transform challenges into stepping stones toward a vibrant, well-connected county.

Thank you to everyone who has helped in shaping this plan and together we can use this document to work towards a dynamic and sustainable future for Herefordshire.

1. Introduction

An efficient, sustainable and reliable transport system is vital to support our county's economy, the vitality of our communities and to protect our environment.

Our new Local Transport Plan (LTP5) will set out how we will guide transport investment across the county and work with partners to contribute to achieving our economic, environmental and social ambitions for Herefordshire. It will also include an implementation plan setting out our programme of investment in transport across different areas in the county.

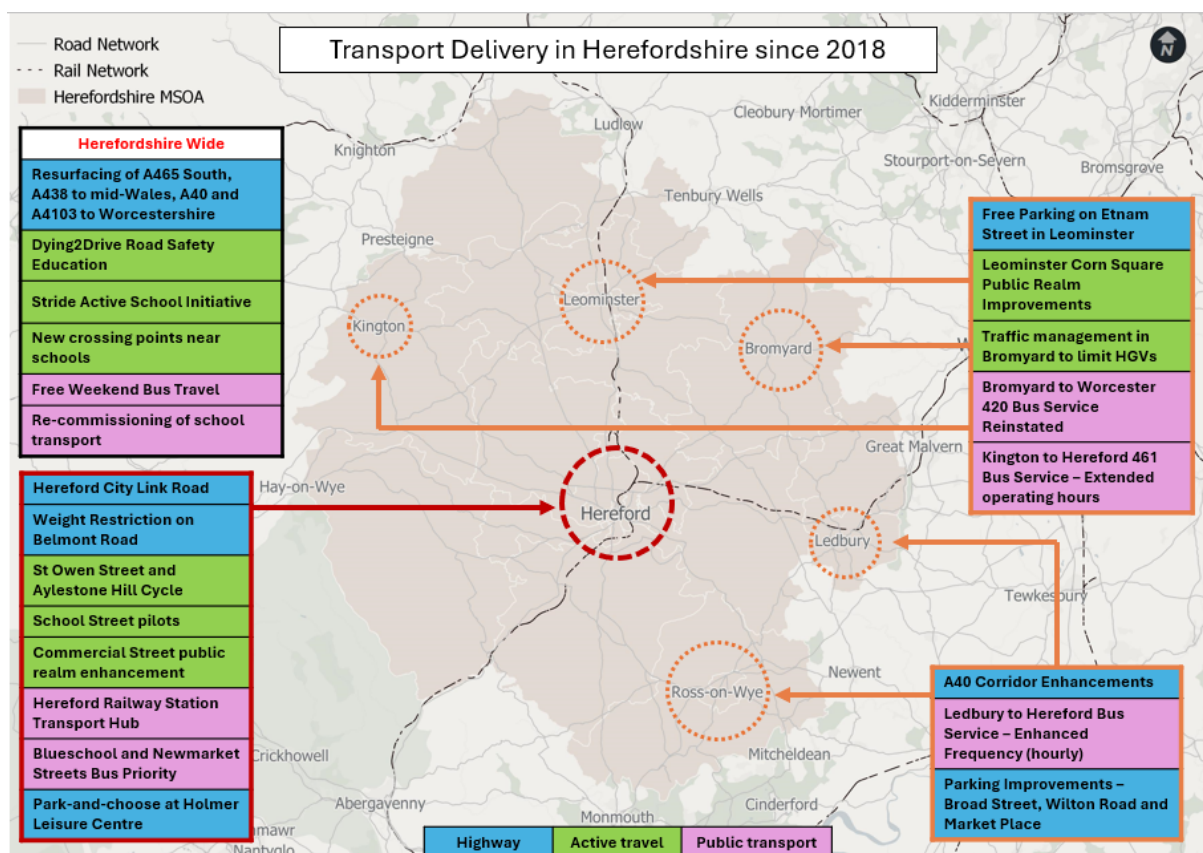
The projects identified in the LTP will support our wider growth ambitions for the county. Investment in new and improved transport infrastructure will be pivotal in supporting new housing, access to jobs and protecting the operation of the network.

A track record of Delivery

This is our fifth Local Transport Plan (LTP5) for Herefordshire. Replacing our previous Local Transport Plan (LTP4) that was produced in 2016.

Our previous LTP4 was published in 2018. Since then, we have delivered significant investment in our transport network, within Hereford City and across our rural areas, Market Towns and villages as shown in Figure 1.

Figure 1: Herefordshire Transport Delivery since 2018



However, since we adopted LTP4, a lot has changed. The population has grown, technology has improved, and travel behaviours have changed. This includes a

continuing shift to online services such as banking, shopping and working from home with individuals now making 5% fewer trips a year than they did in 2018. The COVID-19 pandemic has also impacted travel, particularly public transport usage.

The impacts of climate change are also better understood, and instances of higher rainfall and flooding are becoming more prevalent.

There are also new housing targets from central government, with a target of 1,363 homes per year in Herefordshire representing more than a 40% increase from 2024.

This LTP will capture and reflect these societal, environmental and economic changes to ensure our future investment meets the needs of our county.

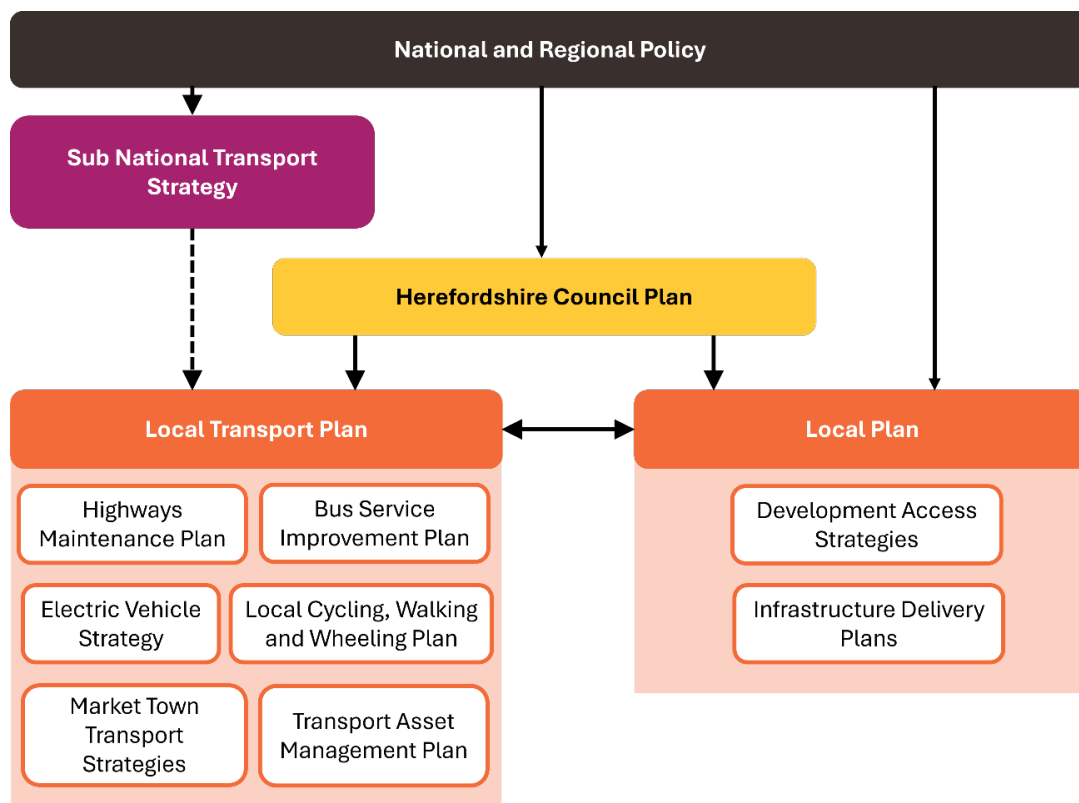
Policy Context

The LTP5 has been developed to align with national, regional and local policy and ambitions. It draws on existing work and strategies, input from public transport operators and public feedback to set the priorities for transport going forward.

Figure 2 illustrates the relationship between our LTP and wider policies, including the Herefordshire Council Plan, and the inter-relationship between our Local Plan and associated access and infrastructure plans produced to support new development.

The figure also highlights the relationship between the LTP and supporting modal strategies including the Herefordshire Bus Service Improvement Plan (BSIP), Electric Vehicle (EV) Strategy and emerging Herefordshire Local Cycling, Walking and Wheeling Infrastructure Plan (LCWWIP). The draft LTP has also been subject to a Strategic Environmental Assessment and Habitat Regulation Screening.

Figure 2: Relationship between Herefordshire's LTP and wider policies



2. LTP Objectives

A set of objectives for transport to 2031 were set out in our LTP4. These objectives have been reviewed and refreshed as part of the development of LTP5. They now reflect the current and future transport challenges, and the local priorities of people, place, growth and transformation as set out in our Council Plan.

Our strategic objectives for LTP5 include:

Supporting a thriving and prosperous economy

By creating a sustainable, reliable and integrated transport network through investment in new infrastructure and improved access to new housing, employment land, facilities and services, education and training.



Enabling healthy behaviours and improving wellbeing

By providing the right facilities and environment for a wide range of travel modes (including cycling, walking, wheeling, bus, community transport and rail) to increase readily available transport choices for everyone



Tackling climate change and protecting and enhancing the natural and built environment

By creating a transport system that offers viable low emission options for most journeys and influences travel behaviours and decisions.



Improving accessibility and inclusivity

By ensuring the transport system is accessible and understandable to everyone and making the most of improved digital connectivity.



Improving transport safety and security

By reducing the negative impacts of transport on people, ensuring communities are safe, perceived as safe and more pleasant places to live.



3. Engagement

The views of local residents and key stakeholders are vital in shaping the plans for local transport improvements. Our draft LTP has been informed by public engagement and stakeholder feedback. A summary of the outcomes of key areas of engagement are detailed below.

LTP 4 Public Engagement Feedback – March to May 2024

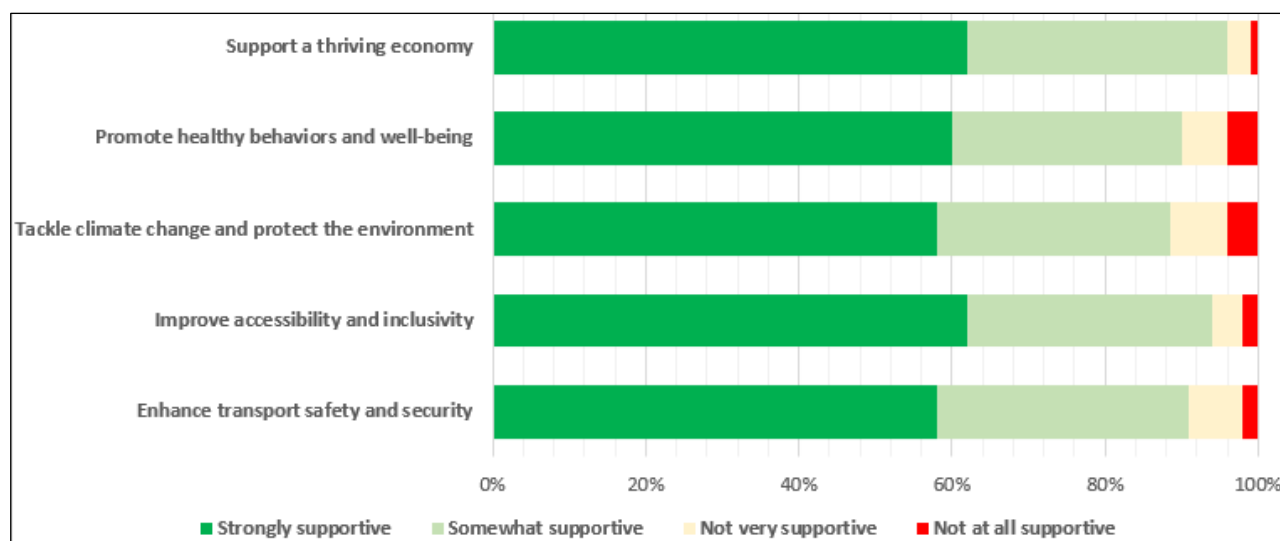
Early engagement was undertaken with stakeholders and members of the public to gather their views on emerging LTP themes, priorities and supporting actions. Various engagement methods were used to engage including:

- In-person roadshows where 873 people attended.
- Online survey which gained 630 responses.
- Engagement via email, newsletters and post to various stakeholders

Respondents were asked whether they were supportive of the five emerging LTP themes. All were supported by 90% of respondents, including 57-62% who strongly supported the themes and 30-33% being somewhat supportive.

Improving accessibility and inclusivity for all our communities received the strongest support (62% 'strongly support').

Figure 3: Level of support for emerging LTP themes



Residents also provided their priorities under each theme, as detailed below:

- A. Improving road and footway condition, such as potholes and resurfacing.
- B. Improving bus and community transport options, and access to timetable and/or real time information.
- C. Making walking, wheeling, cycling or electric vehicles more attractive for most journeys.
- D. Making the most of improved digital connectivity.
- E. Ensuring our streets are safe and that people feel safe.

The feedback and the outcomes of the engagement undertaken as part of the Bus Service Improvement Plan, Electric Vehicle Strategy, Market Town Transport Strategies and the Local Cycling, Walking and Wheeling Infrastructure Plan were also considered in developing this LTP.

Herefordshire Bus Service Improvement Plan (BSIP) – 2021



October 2021

A public consultation was undertaken in Summer 2021 as part of the development of the BSIP. The aim of the consultation was to gain a better understanding of local residents and stakeholders views of the local bus network and their priorities for improvement.

There were approximately 750 responses to the consultation.

The greatest areas of satisfaction included distance to bus stops and bus reliability. Participants were least satisfied with hours of operation, disabled facilities and frequency of services.

The key outcomes from the stakeholder workshops were:

- Desire to see more consistent provision and improved frequencies including an hourly service on core routes between 07:00 and 22:00, 7 days a week.
- More links between the Market Towns e.g. Kington and Leominster.
- Concerns around the operation and image of the city bus station.
- Herefordshire Council should take a lead in information provision.
- The vision and objectives should be more ambitious.

Workshops with elected members and the wider stakeholder groups were also undertaken. The key outcomes from the elected members workshops were:

- Supportive of initiatives to train drivers locally.
- Important to recognise the leisure and tourism potential of bus services.
- Support the concept of improved frequencies and a consistent core network.
- Agreement with draft vision and objectives.

Electric Vehicle (EV) Strategy - May 2024



We adopted our Electric Vehicle Strategy for Herefordshire in 2024. The strategy seeks to address current barriers whilst supporting the transition to electric vehicles

As part of the strategy development, targeted workshops and public engagement events were held to encourage support for the switch to electric vehicles and break down the misconceptions surrounding electric vehicles and the associated infrastructure.

Market Town Transport Strategies

Transport strategies have been developed for the Market Towns of Leominster, Ledbury, Bromyard & Ross-on-Wye (Kington is in development).

Consultations with stakeholders were conducted to gain insight on the local issues and priorities for enhancing the public realm and transportation within the Market Towns. Further feasibility work and stakeholder engagement will need to be undertaken to deliver the schemes set out in the Market Town Transport Strategies.



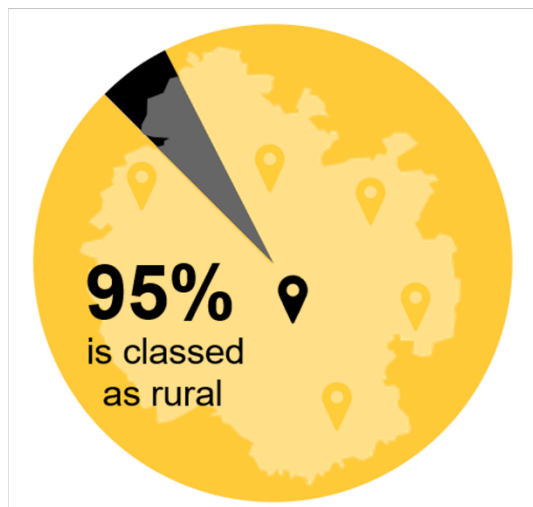
Herefordshire Local Cycling, Walking and Wheeling Infrastructure Plan (LCWWIP) - 2024

Initial engagement with a range of stakeholder groups was undertaken in Autumn 2024 to inform the development of a Local Cycling, Walking and Wheeling Infrastructure Plan (LCWWIP). Emerging priorities from this work have informed the development of the draft LTP5.

The LCWWIP will be subject to public consultation and the feedback from the LCWWIP consultation will inform the final proposals.

4. Herefordshire at a Glance

The Place



188,700
people in 2022

+12%
by 2031

- 20%** live in market towns
- 50%** live within rural areas
- 30%** live within Hereford city

Economy

10,600
business

90,000
jobs



Work force by business sector



5.4%
agriculture



10.9%
manufacturing



9%
tourism



5.1 million
visitors
spending
£466.8
million

Travel and Technology

78% of residents drive to work
45% national average



25% of residents travel over
53% of rural residents travel over

10km

4.8% of residents own alternative fuel vehicles
6.2% national average



97%

households have
access
to superfast
broadband

1/4

of our total carbon
emissions come from
transport



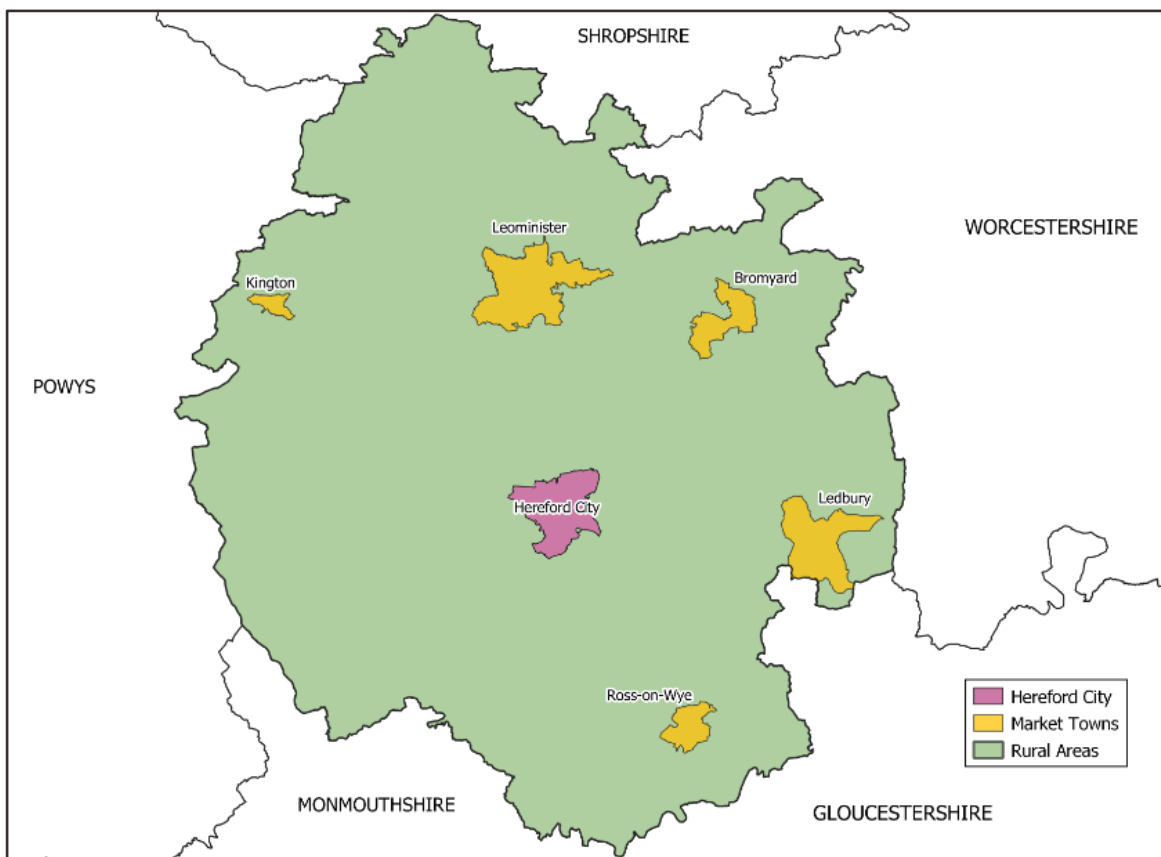
5. A Place Based Strategy

The way people travel depends on a range of factors such as proximity to services, trip purpose and the standard of digital and/or transport infrastructure. These factors are heavily influenced by the 'place' that people live in.

A review of travel trends and evidence has identified different functional areas and characteristics of Herefordshire, which have led to the following proposed place types:

- **Rural Herefordshire and Market Towns.** Predominately a rural county with rural Market Towns; Leominster, Ledbury, Ross on Wye, Kington and Bromyard. The Market Towns are local service centres for the rural areas of Herefordshire.
- **Hereford City.** Hub for employment, retail and public transport in the county. Where a significant amount of new development is likely to occur.

Figure 4 Herefordshire LTP Place Types



In addition to the two place types, there are fundamental aspects of the transport network such as strategic connectivity, freight and logistics, travel planning and maintenance that apply across the whole of Herefordshire.

The LTP therefore sets out a strategy for the whole transport network and how transport will help achieve our vision and objectives in the identified place types of Hereford City, Rural Herefordshire and the Market Towns.

6. Herefordshire's Transport Strategies

The Transport Network

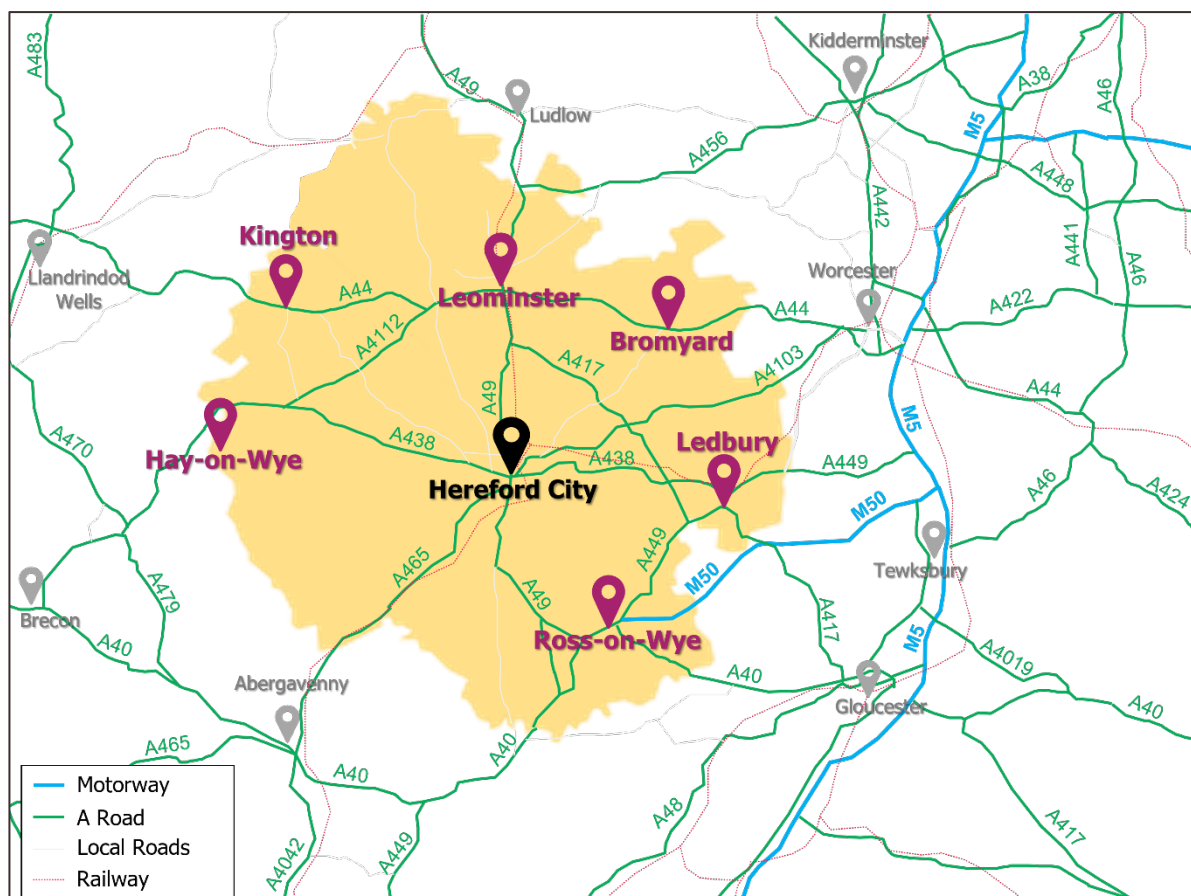
Transport and travel enable people to access services and employment, connect with friends and family and, for some, undertake physical activity. The transport network can also shape the urban and natural environment and the quality of life of residents. Maintaining and enhancing the transport network therefore plays a key role in helping to achieve many of the Council Objectives.

The majority of travel in Herefordshire is made on the highway network. This includes by car, bus, coach and freight vehicles, as well as people walking, wheeling and cycling.

Key routes include the A40, A44, A49, A465, A417, A438, A449, A4103, A4110 and M50. These serve as vital arteries linking Herefordshire to neighbouring urban and rural areas, and national markets. Most of this network is maintained by us, including 3,200 kilometres of highway, over 700 bridges and 14,000 streetlights.

The A49, A40 and M50 form part of the Strategic Road Network, which is maintained by National Highways. In addition, the railways and four rail stations (Hereford, Leominster, Ledbury and Colwall) across Herefordshire are operated and maintained by train operating companies and Network Rail.

Figure 5: Herefordshire's Strategic Transport Network



Maintenance

A well-maintained network is vital to enable safe and efficient travel. It supports our residents to access services and our businesses to operate efficiently. Highway maintenance was also raised as key priority through consultation on our LTP objectives.

We have statutory duties regarding how we maintain the network under the Highways Act, Road Traffic Act and Traffic Management Act. Our focus is on the main components of the network, including:

- Carriageway
- Structures
- Drainage
- Street lighting and traffic signals
- Footway and cycleways
- Co-ordination of maintenance, improvement and 3rd party works on the highway

To ensure maintenance is focused on where it is most needed, we have an identified a network hierarchy. The maintenance of our A and then B roads is prioritised, followed by our main urban roads. These are the routes with the highest levels of movement and those that are most utilised by both commercial and public transport vehicles. There may also be some other routes which are particularly important for the economy, such as those linked to agricultural business or visitor destinations.

Maintenance also affects the routes our people use for walking, wheeling, cycling and horse riding. Overgrown vegetation, uneven surfaces and variations in street lighting can prevent residents from feeling safe. To help identify the most pressing needs across our large rural network, feedback from communities through Locality Stewards and online reporting tools, plays an important role and helps us to target areas which we need action.

The approaches and priorities for available funding are set out in further detail in our Highway Maintenance Plan and Transport Asset Management Plan.

Our approach to maintenance, and balance of funding priorities, will need to evolve to ensure that we are best placed to look after our network, support the economy, adapt, evolve and respond to extreme events. For example, a warmer climate will mean more rainfall. In turn this will increase the risks of flooding and effect the resilience of the network.

LTP Policy TN1: Maintaining the Highway Network

The approach to maintenance of the highway network, including footways and cycleways, will be set out and regularly updated in Herefordshire Council Highway Maintenance Plan and Transport Asset Management Plan (TAMP).

Programmed and planned maintenance of routes as they approach identified thresholds for repair provides the most effective means of maintaining our network. Therefore, if funding from government increases in the future, additional programmed surfacing would help to improve the condition of more of our network.

There are a number of third parties who need to undertake work on our network. These include utilities companies and works relating to new development. To reduce disruption for all road users, we will:

- Continue to coordinate and permit third party and Statutory Undertaker activity on the network and identify suitable reinstatement categories for these.
- Ensure there is an up-to-date list of traffic sensitive streets where works should be restricted to safeguard operation of the network.
- Better align planned maintenance work with identified network enhancements, such as those for pedestrians and public transport.

We will also audit and update signage on key routes and work with partners to help businesses and tourism providers to add brown signs to the network.

Freight and Logistics

Every single person relies on goods transported by freight and organisations rely on the transport system for supply and distribution.

The number of heavy and light goods vehicles on our roads has grown. Much of this reflects a shift from individuals making trips, to online access and freight delivery, rather than new travel. However, freight vehicles are typically larger. They can impact maintenance, road safety and account for a significant amount of carbon emissions.

We will work with our partners to identify how we can enhance the resilience of the supply chain network and help support the freight and logistics sector to decarbonise our transport network. We will also seek to improve facilities for those working in the industry, in particular seeking to increase facilities for lorry drivers in the vicinity of Hereford city.

LTP Policy TN2: Freight and Sustainable Movement of Goods

We will work with operators to support the efficient movement of freight, minimise the impact of freight on our transport network and support more sustainable delivery methods. Measures we will investigate and/or support to achieve this include:

- Improving facilities for freight vehicles and lorry drivers.
- Appropriate routing, signage and restrictions for abnormal loads.
- Identifying suitable locations to support alternative fuel stations.
- Exploring opportunities for transitioning freight to sustainable modes, including last-mile delivery, such as by cargo bikes, cycles and small electric vehicles and the role of rail freight

The greatest potential for shifting the last mile of deliveries to sustainable modes will be in Hereford City. Efforts to shift the last mile of freight movement will be supported as the commercial demand grows. This transition can also provide additional usage of our on-street shared cycle schemes.

Aspirations for additional paths for freight trains on the Marshes line would also help to increase capacity for rail freight and support decarbonisation of movements from south coast of Wales towards the Midlands and North of England.

New Development

A new Local Plan is currently being progressed and will reflect the new mandatory housing requirements for Herefordshire, as published by the government in December 2024. The specific location of new development for Herefordshire will be identified in the emerging Local Plan.

Those areas with the highest number of jobs, local services and facilities and which are not constrained by environmental factors, such as flooding, are likely to be the focus of new development.

It will be essential that the planned new developments are embedded from the beginning with high quality walking, wheeling and cycling facilities that are safe and suitable for all users. This includes ensuring suitable connections to existing networks and key facilities and where practical improving public transport facilities and/or services.

LTP Policy TN3: Transport in New Developments

New development will be required to provide:

- Coherent, direct, safe, comfortable and attractive walking, wheeling and cycling provision within the development and how they will link to existing networks and key destinations.
- Evidence that development layouts and any offsite works align with best practice design principles (i.e. Active Travel England design tools).
- Suitable provision for/or access to public transport routes.
- Appropriate electric vehicle and cycle parking facilities are provided.
- Appropriate contributions to identified infrastructure.

It is recognised that opportunities to deliver this policy will be more challenging in the most rural areas compared to urban areas

New development creates new travel and infrastructure requirements, but also supports the vitality of local shops, business and public transport services.

To ensure the operation of our existing transport networks is protected, developments will be required to contribute towards and/or deliver required infrastructure. Further detail on these is set out in appropriate Infrastructure Delivery Plan and/or site-specific Access Strategies.

Alongside appropriate infrastructure, the requirement for travel planning to promote sustainable travel choices and healthy travel is established in national policy. Within the largest areas of new development, it is more efficient for travel plans to be produced by a single party. It is therefore proposed that travel planning within our strategic development areas is secured by financial contribution for us to deliver. This will provide a simplified process, focused upon a handful of key areas that will be more efficient and deliver better outcomes. It also gives greater certainty to developers of the required approach.

LTP Policy TN4: Travel Planning in Strategic Allocations

Developments within the largest Local Plan allocations, that would generate significant movement, will need to contribute towards a site Travel Plan that identifies measures to secure new sustainable travel arrangements.

Health and Wellbeing

Regular physical activity, including walking, wheeling and cycling, can significantly improve health outcomes and extend life expectancy. This includes reducing the risk of dementia, depression, diabetes and certain cancers. By investing in our active travel networks, we can create healthier communities.

The priorities for improving active travel across the county will be set out in our Herefordshire Local Cycling, Walking and Wheeling Infrastructure Plan (LCWWIP).

Reflecting on the areas where there are the highest number of pedestrians and cycles, most of our investment will be focused upon our largest urban areas of Hereford City, Leominster and Ross-on-Wye. These are also the locations with the highest concentration of jobs and services, and where many residents work and shop within the town they live. It is these areas where cycling and walking improvements represent the most achievable and best value way of reducing short distance car trips and promoting healthier travel choices.

We will also improve how new streets and projects are designed to ensure they reflect best practice. This includes the Manual for Streets, Healthy Streets principles and the use of Active Travel England Design tools in projects above a certain value and new development layouts. This will help to provide streets that safer and more attractive for residents and put Herefordshire Council in a better position to secure external funding.

LTP Policy TN5: Design Standards

To support the provision of streets that encourage cycling, walking and wheeling all improvement schemes of significant value (including 3rd party works) will need to demonstrate how they have considered the Healthy Streets principles and appropriate active travel design standards (i.e. Active Travel England tools).

Every trip by cycle begins and ends with a parked cycle and we will deliver a range of secure cycle parking spaces across Herefordshire to support those who wish to travel by bike.

There are lower numbers of pedestrian and cycle movements across our rural areas, and across a wide geographic area it will be challenging to provide segregated facilities everywhere. We will however look to expand our network of lower traffic lanes, to increase the network of routes people feel safe to walk, wheel, cycle and ride horses on across Herefordshire's rural areas. We will also identify where new active travel infrastructure could help provide safer routes to school.

Travel and the Environment

To support decarbonising travel and achieving legal targets, our LTP identifies a range of improvements to low carbon travel choices, promoting the role of digital access and supporting the use of cleaner fuels.

The growing role of digital access has been one of most prominent changes across society and has had a significant impact on how people travel. We will continue to support enhanced broadband connectivity and online service provision. The impact of future enhancements in technology could also lead to significant change in travel demand and choices, and our approach will be reflected in future updates to our digital strategy.

The emissions from vehicles can impact on air quality, noise and resident's quality of life. A quarter of Herefordshire's total carbon emissions are generated from transport with 90% of these from trips that start and/or end within Herefordshire.

We will work with our partners to deliver a range of electric vehicle charge points across the county using a mix of private sector investment and government funding. Initially targeted in urban areas, as demand grows and technology matures, our aim is for future delivery to support residents and visitors across all parts of Herefordshire.

Priorities for investment are set out in our Electric Vehicle Strategy, the first of which was produced in 2024. The Electric Vehicle Strategy will be updated regularly to ensure we can respond to changing technologies and develop a comprehensive charging network that meets the demands of our residents, businesses and visitors in rural and urban areas. New infrastructure will be supported with promotion of Electric Vehicles and engagement with residents and businesses.

We are considering the whole life carbon costs of maintenance. Going forward, we will continue to reduce the carbon impact of maintaining the network, and some of the measures to help achieve this will include:

- Increased understanding of carbon emissions in our maintenance operations.
- Using low carbon, and where possible, locally sourced materials.
- Targeting supply chains including low carbon procurement.
- Ensuring carbon is a key consideration in scheme optioneering.
- Continuing to update and renew streetlights and traffic signals.

LTP Policy TN6: Considering Carbon

The carbon impacts of different approaches will be taken into account when:

- Considering interventions, treatments and materials for scheduled maintenance.
- Developing and considering options for enhancements schemes.
- Creating low-emissions vehicle strategies.

We will also seek improvements that benefit the network and local habitats. This includes opportunities to integrate and support Biodiversity Net Gain in our works and where appropriate in accordance with Biodiversity Action Plans.

We will also work with our partners to decarbonise bus and rail travel. Initially this is likely to be focused on buses within Hereford City but will expand wider across the county as technology and vehicle range increases. We will also work with other authorities to identify the most suitable locations for other low carbon transport opportunities across the region.

Public Transport

Public transport is essential for many of our residents to access services including education, employment and healthcare throughout Herefordshire and beyond.

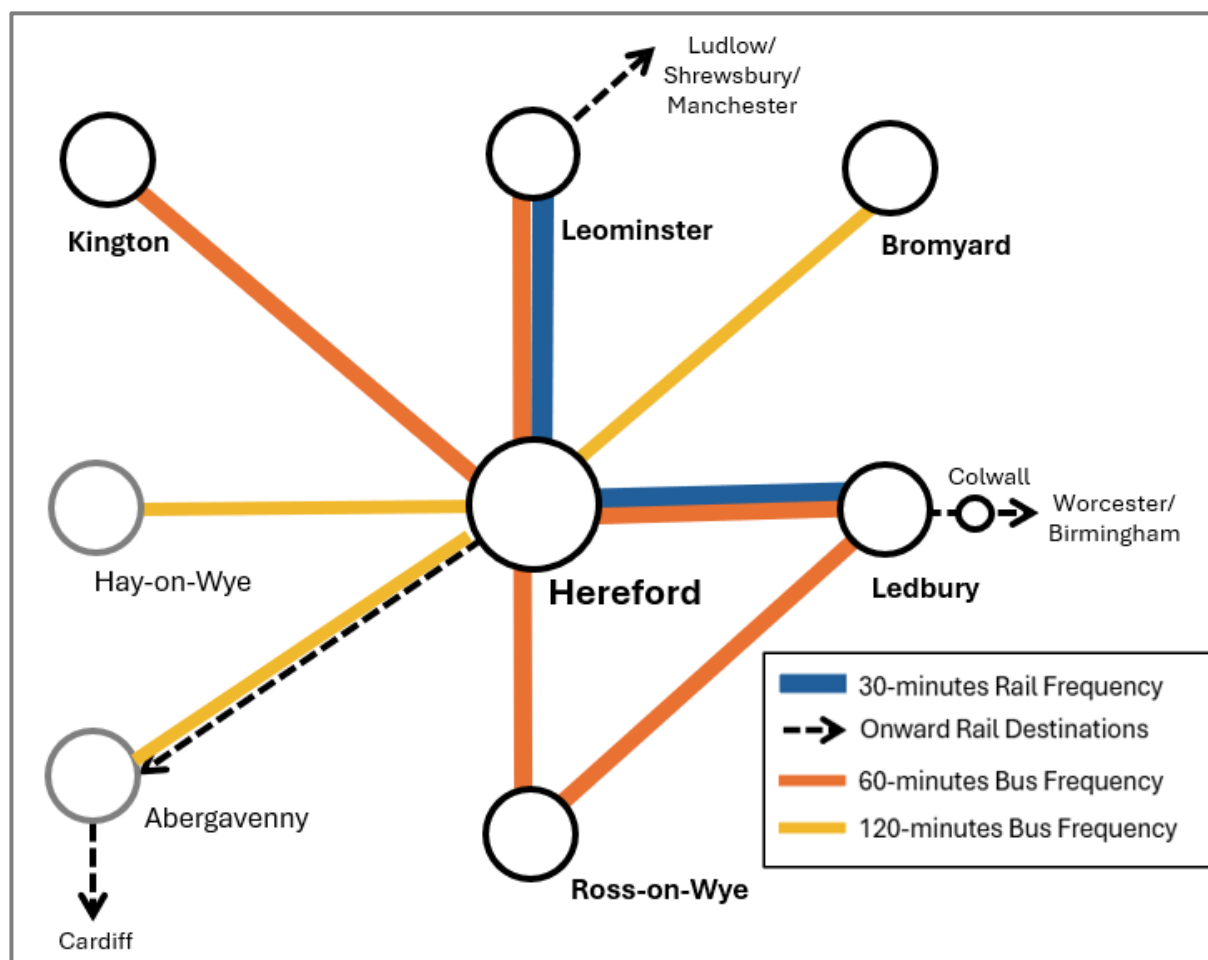
Bus is the most used form of public transport, with approximately two million trips made each year in Herefordshire. By comparison there are approximately 850,000 trips from the four railway stations in the county (1.7 million entries and exits) and approximately 130,000 trips on the bike share scheme in Hereford City. In addition, there are also railway stations in neighbouring counties that serve parts of Herefordshire, such as Abergavenny, Great Malvern and Ludlow.

Hereford City is the hub of the bus network. Services from our Market Towns generally operate to Hereford city on an hourly or two-hourly frequencies and bus journeys between our Market Towns typically require interchange in the city centre. There are also a number of bus services that provide connectivity to neighbouring counties and beyond. Long distance coach services also connect Hereford to London Victoria. Outside of these core routes, the services are infrequent, or lacking, across much of the rural areas of Herefordshire.

Many of the services between Market Towns and Hereford city have been enhanced with BSIP funding, which is available until 2027. A priority for our LTP will be to lock in these enhancements, through improvements such as bus stop facilities and bus priority measures, to provide a core network to further build upon.

We will also work with operators in an Enhanced Partnership to improve ticketing and the convenience of travelling by bus. This includes looking to enhance interchange between bus and rail services and integrated ticketing between transport operators, to make it easier to travel by public transport. The Transport Hub at Hereford Railway Station is an important step to support this and enhance the transfer between different travel modes in the city centre.

Figure 6 Herefordshire's Transport Network (Bus and Rail)



Herefordshire benefits from direct train services to the north, south and east, which provide connectivity to major settlements. Generally, there is one train per hour on each line, with some additional services scattered through the day.

Going forward, the aspiration is for additional services from Hereford east towards Birmingham and London. In particular, the aspiration to have a two hourly frequency service from Hereford to London. Future changes are likely to include additional 'fast' services calling at the busiest stations on the Marches Line, such as Hereford. The slower services could offer greater flexibility to provide regular services to any new stations on the Marches Line.

While more services being accessed digitally has led to a reduction in certain types of travel, travel for leisure has been growing. Leisure travel is the most common reason for a trip by car in the country, but it is also often planned in advance. Increasing, public transport can play an important role in supporting sustainable tourism. We will work with other organisations to promote and raise awareness of sustainable travel choices, their role for providing access to events and ensuring a warm welcome to visitors by public transport.

Community transport services serve many of the more rural areas of the county. There are also a number of local coach companies within Herefordshire that offer a range of services

including school transport, private hire and leisure travel. We will continue to work with operators to explore opportunities to link school transport with other transport services.

Safety and Security

The number of people injured on the roads in Herefordshire has fallen by more 25% over the last decade, although the numbers experiencing serious or fatal injury has not fallen over this period.

We will continue to improve safety across the network to reduce the number of people injured on our roads. Our efforts will be focused on:

- Road user training, for younger and older drivers who are more likely to be involved in an injury collision.
- Training for vulnerable road users, such as motorcyclists and school children (i.e. Bikeability training).
- Infrastructure to improve the safety of vulnerable road users, such as children, pedestrians, cycles and motorcycles.
- Improving safety on rural roads, particularly those locations with a history of fatal and/or serious collisions occurring.

Within Hereford city, where there is the highest levels and concentration of people cycling and walking, our priority will be on the safety of vulnerable road users. Formal crossing facilities and segregation on priority corridors will be central to this.

Across the Market Towns and rural areas, our focus will be on targeted measures where collisions are already occurring and where changes to speeds limits are complemented by changes to the road carriageway.

LTP Policy TN7: Road Safety

To reduce the number of people being injured on our transport network we will:

- Monitor collision data to identify priority locations for improving road safety.
- Take targeted action to further reduce fatalities and injuries on our network.
- Support safer speeds to improve perceived and actual road safety.
- Deliver education programmes and infrastructure to improve safety for vulnerable road users,

Investment will be prioritised in those areas with the highest numbers of vulnerable road users and/or collision history.

Transport Network Strategy

Prosperous Economy

- Continue to prioritise maintenance of A and B classified routes.
- Co-ordinate works being undertaken on the highway network.
- Evolve and adapt maintenance programmes to reflect changing climate.
- Use Locality Stewards and online tools to identify and react to local issues.
- Support improved facilities for freight and sustainable delivery methods.
- Update signage of key routes and tourism destinations.
- Identify and support delivery of infrastructure to unlock sustainable growth.
- Undertake area-wide travel planning for strategic developments.

Health and Wellbeing

- Use of healthy streets principles and best practice active travel design guidance in new projects.
- Removal of barriers on Rights of Way and shared use networks.
- Deliver secure parking for arrange of different cycles.

Tackling climate change and protecting the natural and built environment

- Improve digital access and online services.
- Support the delivery of Electric Vehicle charging and alternative fuel stations.
- Work with businesses to support the switch to Electric Vehicles.
- Periodic update of Electric Vehicle Charging Strategy.
- Support the transition to zero-emission buses and low carbon railways.
- Increase weight given to carbon in highway maintenance and new projects.
- Continuing update of streetlighting network and traffic signals.

Improving accessibility and inclusivity

- Enhance bus journey times and stop facilities.
- Work with business and public transport operators to promote leisure travel.
- Work with transport bus operators to enhance ticketing.
- Lobby for enhanced rail services.
- Support improved digital connectivity on public transport services.

Improve Transport Safety and Security

- Continued programme of road user training.
- Improve safety for vulnerable road users.
- 'School Streets' to make cycling and walking options for school children.
- Targeted improvements at locations with a history of collisions.

Rural Herefordshire and Market Towns Strategy

Herefordshire is a predominantly rural county covering a number of Market Towns, villages, hamlets and dwellings across a varied landscape.

The Herefordshire countryside plays a key role in our local economy. It supports a variety of jobs directly and indirectly through rural supply chains. High-quality landscapes also support leisure, recreation and the wider tourism sector. They provide our residents and visitors access to a range of health and wellbeing benefits.

Combined, the rural areas and Market Towns are home to approximately 70% of our population. Residents in these areas are typically older, more reliant on a car and have more disposable income.

The travel needs of our rural residents are fundamentally different to those living in urban areas, and as a result the solutions need to be different. Where residents do not have access to services locally, they need to travel further for example into Hereford city or into neighbouring areas to access daily needs.

The local character and availability of services varies significantly across rural Herefordshire and can be broadly categorised as follows:

- Market Towns of **Bromyard, Kington, Ledbury, Leominster and Ross-on-Wye** include employment, retail, tourism, leisure and other services. They serve as a hub for local residents, surrounding parishes and some who live in neighbouring areas of Shropshire, Gloucestershire and Worcestershire.
- Rural hubs such as the villages of **Colwall, Kingstone, Peterchurch and Weobley** have a range of local facilities including a primary and secondary schools, local shops and doctor's surgery.
- Other service villages, such as **Cradley, Ewyas Harold and Holme Lacy** which have some local facilities.
- **Hamlets and individual houses** with limited local facilities and as a result, residents tend to travel longer distances to access their daily needs.

Low population density in our rural areas means public transport provision is often limited. Where it does exist, services can be infrequent and bus stop facilities can also be limited. This can lead to greater car dependency and higher travel costs. For those without access to a car, it is more difficult to access key services such as employment and education and there is an increased risk of isolation and loneliness.

A core aim of our LTP is to support rural mobility and connecting our people and services. This includes supporting more localised activity, online services and community led proposals. Improvements to public transport will focus on a number of core public transport services. These provide the basis of a 'hub and spoke' network of key routes between our Market Towns and through the rural areas.

This multifaceted approach will help to improve the quality of life for our rural residents and boost a sense of community by creating more vibrant villages with residents that engage with their local areas.

Supporting a thriving and prosperous economy

Our Market Towns are the largest settlements outside of Hereford city. The towns are shaped by historic streets and an array of 15th to 18th century buildings. Alongside the historic buildings and being surrounded by beautiful countryside, they boast a range of independent retailers, cafes and restaurants as well as employment and education facilities.

Figure 7 Leominster Priory Church, Ledbury's Butchers Row, Ross-on-Wye Goodrich Castle



The attractiveness of the town centres contributes to the success of local businesses and are vital in helping them remain attractive against wider changing retail habits. Their success also helps reduce the need for longer distance journeys. New development and increasing population will provide a significant boost for the vitality of some of our towns. However, it could also increase local traffic which would have a negative impact on the historic layout of the towns which were not designed for high volume traffic flows. We will need to manage the anticipated increase in traffic volumes in our Market Towns from proposed new development.

To support the attractiveness of our Market Towns, suitable High Street improvements to create better pedestrian facilities, improve access/car parking and provide space for town centre businesses will be delivered. This includes exploring the potential for one-way streets, particularly where it also supports improvements to air quality, increasing parking and/or access by walking, cycling and bus.

Outside of our Market Towns, local services and job opportunities are varied. Nevertheless, typically 1 in 5 residents in rural areas work within their local area (less than 5km from their home). This is coupled with more people now working from home, leading to higher daytime populations in rural areas.

We will seek to support the vitality of our rural areas so that they meet the needs of more people. This includes enhancing the walking, wheeling and cycling environment, providing additional transport facilities including electric vehicle charging, and offering more localised services for residents, such as parcel lockers and cycle parking to support their role as a community hub.

Furthermore, we will encourage and support hosting community and seasonal events across villages that can help support local business, attract visitors and nurture a greater sense of community.

New Development

Due to the increased level of growth set out by the Government's mandatory housing targets, a new Local Plan is required. This section will be updated to reflect the proposals in Herefordshire's emerging Local Plan when this has been published.

The Market Towns are areas that are likely to include some new development. In particular, the larger towns of Leominster, Ledbury and Ross-on-Wye. These towns already have services and an employment base, and as such they could be considered to be sustainable locations for future development.

The new Local Plan will identify sites for development, and this will be supported by an infrastructure delivery plan to ensure that infrastructure keeps pace with development.

Allocations within the plan could potentially include:

- **Leominster South West Urban Extension**
A new Southern Link Road. High quality walking, wheeling and cycling infrastructure to the town centre will also benefit new and existing residents.
- **Land North of Ledbury Viaduct**
Improvements to include routes into the and around the town centre, crossing facilities on Leaden Way and improved access and facilities at the rail station.
- **Ross-on-Wye**
Improvements to local active travel networks, improving public transport infrastructure including half hourly frequency to Hereford city. Development will also likely require significant expansion of and/or new education facilities.
- **Bromyard**
New homes including a new vehicle access, walking, wheeling and cycling facilities and potentially expansion of education facilities
- **Land South of Kington**
Supported by new access and local pedestrian and cycle connections.

There is likely to be a modest amount of new development across rural Herefordshire, focused upon those areas where there are some local services, and development will help to boost the vitality of local communities.

All new development will be required to comply with the provisions in Policy TN3 New Development.

Enabling healthy behaviours and improving wellbeing

Outdoor activities play an important role in improving mental and physical wellbeing as well as reducing loneliness and stress.

The rural landscape includes a range of public footways, byways and bridleways, including over 3000km of Public Rights of Way (PRoW). Active travel routes include the Wye Valley Walk, Herefordshire to Gloucestershire Canal, Mortimer Trail, Herefordshire Trail and Offa's Dyke Trail. These create spaces for residents and visitors to enjoy the outdoors on foot, wheel, cycle or horse.

We will seek to improve the quality of the PRoW network and remove restrictive infrastructure, such as stiles or staggered barriers, that prevent some people with limited

mobility from being able to fully access routes. This will enable more people to access the benefits of outdoor exercise, boost usage and natural surveillance along these routes making them safer for all users.

In many of our smaller villages there are not consistent footways, streetlighting or crossing facilities. This can be a deterrent from cycling, walking or wheeling for local journeys with many opting to drive instead. With lots of small settlements across our rural areas, building new infrastructure across all of them would not be feasible. Therefore, we will develop an approach to trial community led changes to create a network of low traffic routes that will help to make people feel safer when cycling, walking, wheeling and horse-riding. These will also provide communities the opportunity to identify and influence changes that benefit their area.

Our Market Towns benefit from a more joined up walking, wheeling and cycling facilities and different opportunities and challenges. As service and retail hubs for the wider rural area, our towns typically have more people cycling, walking and wheeling infrastructure. Many residents also work or shop within the town they live, particularly in Ross-on-Wye and Leominster where almost half of resident's work or shop within their town. This creates an opportunity for active travel to become a natural first choice for many within these areas. Opportunities for each market town are detailed below:

- The aspiration in **Leominster** is to build upon the number of existing links to develop a network of crosstown routes to link the town centre to the railway station, schools and new development. Routes could include Ginhall Lane/Green Lane, Ryelands Road, the B3461 and across Worcester Road.
- **Ross-on-Wye** has high levels of cycling and walking, but dedicated facilities can be lacking and/or constrained by the geometry of its historic streets and parking. Reducing the dominance of vehicles to give more space for pedestrians and improving crossing facilities, particularly in the town centre and routes to schools will be prioritised. It would also be beneficial to extend existing low traffic route along the old railway line, routes by the river and improve links and signage to leisure routes in the vicinity of the town centre.
- **Ledbury** benefits from a route along the former railway line and many quiet roads. Going forward, the priority is to extend the traffic free spine to new developments, improve crossing facilities and enhance the routes to the railway station and bus stops across the town.
- **Bromyard** is a smaller market town where improving crossing facilities, cycle parking and space for pedestrians will have the greatest benefit. We will also support improved routes to alongside the disused railway line into Bromyard.
- **Kington** benefits from a network of public footpaths, including Offa's Dyke Path, and rural cycle tracks of Hergest Ridge and Gladestry Gravel Loop. We will seek to improve connections between and to the existing National Cycle Network and local cycle paths. We will explore changes to the High Street to help to make active travel in Kington easier.

Tackling climate change and protecting and enhancing the natural and built environment

It is recognised that for a large rural area, travel by private car will retain a key role in enabling residents to travel. Therefore, switching to electric vehicles and increasing digital access will play a key role in decarbonising travel within our rural areas.

To support the transition to Electric Vehicles, and in line with our Electric Vehicle Charging Strategy, we will work with operators to deliver Electric Vehicle charging points across Herefordshire. In the short term, this will include charge point hubs in council car parks and on-street chargers across the county.

Lower population and demand in rural areas can make providing charge points more challenging and expensive. Sharing chargers, also known as peer-to-peer charging, can supplement public charge points. Therefore, we will also promote peer-to-peer charging, to raise awareness of and encourage individuals, businesses and community buildings to consider making their chargers available to others.

Digital access and connectivity can play a key role in reducing the need to travel and bringing resident's daily needs to their doorsteps through home working, online services and deliveries. Many residents in our Market Towns, and particularly rural areas, work from home. Therefore, we will work with partners to support and improve digital accessibility to enable people to easily access online services.

Improving accessibility and inclusivity

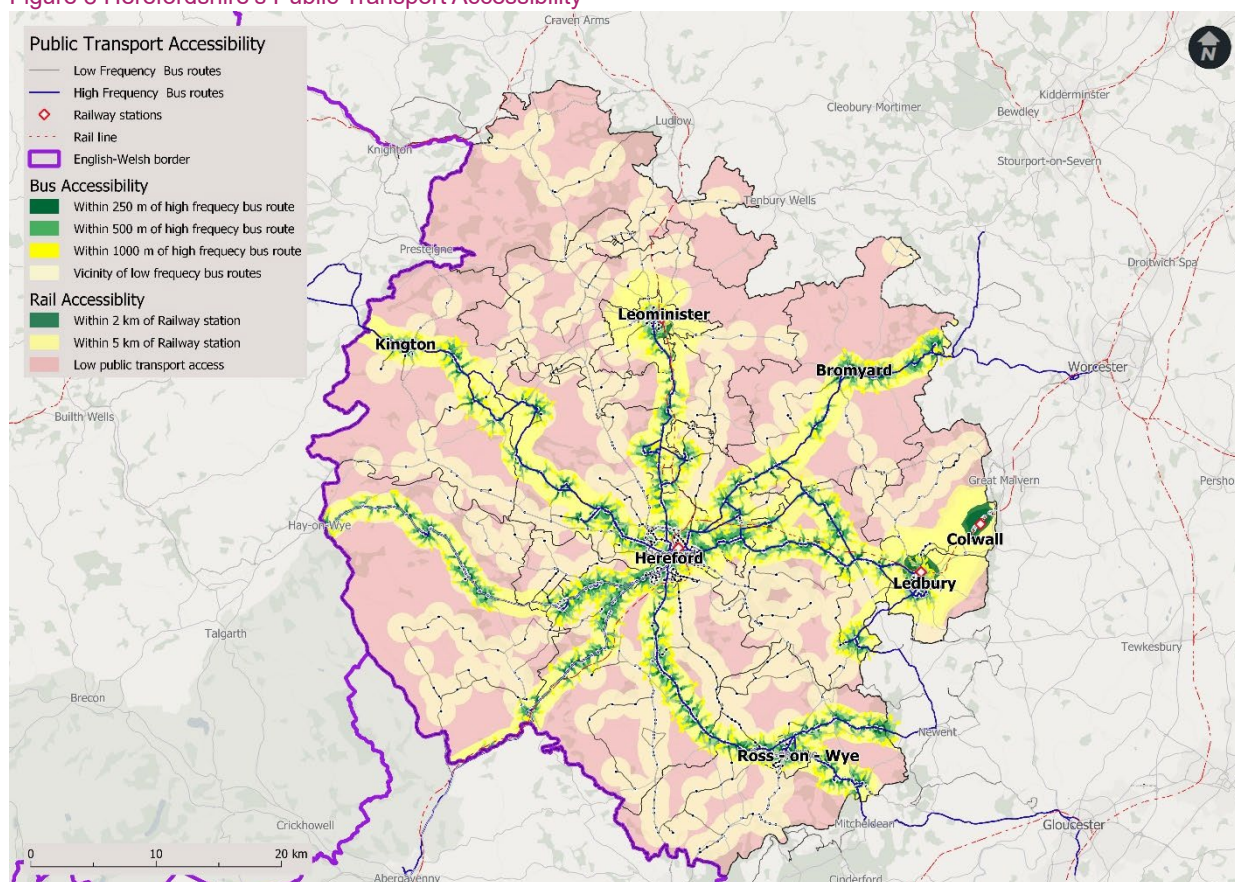
Travel in our rural areas typically consist of longer distance trips, making car or public transport the most feasible options.

Buses are the most extensive form of public transport across our rural areas, providing essential connectivity for many people especially for those without access to a car or railway station. With an ageing population living in our Market Towns, bus travel also provides a fundamental role in reducing social isolation.

Recent BSIP funding has enabled the bus service frequency between Hereford city and some of our Market Towns to be increased during the weekdays as well as some evening and weekend services. This has created a core network of hourly services between Hereford City and Ross-on-Wye, Kington, Ledbury and Leominster.

Figure 8 shows the accessibility of the public transport network based on the distance to high frequency interurban and cross border bus services. This highlights a network where Hereford city is the central hub with a series of spokes to our Market Towns.

Figure 8 Herefordshire's Public Transport Accessibility



Outside of our Market Towns, the network of fixed bus routes is typically made up of irregular services due to smaller population sizes and longer distances that services must cover to be commercially viable. Introducing new services and/or infrastructure to serve lower density rural areas outside these will be challenging.

Improvements to the existing 'hub and spoke' network has the greatest opportunity to improve accessibility for all and maintaining a consistent standard of public transport between our Market Towns and Hereford City is a priority. To support this, we will help to make travel by bus more attractive. This will include the following:

- **Improving access** to bus stops, including crossing facilities and cycle parking.
- **Improving bus stop infrastructure, waiting facilities and safety**, including bus time information, lighting, Wi-Fi and CCTV.
- Providing **bus priority** and/or **bus only** access on certain streets to make bus services faster and more reliable.
- Tackling delays caused by **on street parking**. For example, Cantilupe Road, Gloucester Road and the High Street in Ross-on-Wye.
- **Integrate bus times** with the opening hours of leisure and social facilities and events.

Our aspiration is for half hourly service frequency between our Market Towns and Hereford City. The priority will be services from Ross-on-Wye and Leominster, which are those with the largest population and anticipated new development.

Leominster is accessible from a wide rural hinterland with bus and rail services to Kington, Hereford City and the wider county available. As trains cross at Leominster, it offers potential to provide bus to rail interchange. We will work with partners to redevelop the station forecourt, expand parking and improve interchange. This will enhance the attractiveness of the station and further enhance its role as a public transport hub for the town and surrounding areas.

Colwall, Leominster and Ledbury railway stations provide 2 to 3 trains an hour to Hereford city and direct services to larger settlements. Improving pedestrian access to these railway stations, including better crossings facilities and signage to town centres and key services is a priority for us to make rail a more feasible choice.

Community transport can also play a key role in improving access in rural areas where other transport services may not be commercially viable. There are several existing voluntary community transport organisations operating buses and/or car club vehicles. We will continue to support these operators and reduce barriers to introducing new services. As the offer of community transport evolves, it will allow more of our people to benefit from these services in a quick, convenient and accessible way.

These rural challenges occur within the backdrop of uncertainty about future funding, changing technology and changing travel patterns. The development of a Rural Mobility Strategy which explores how new and existing transport modes can be best delivered to meet the needs of our residents, businesses and visitors will be essential in supporting this. This will provide a valuable tool for understanding where we prioritise investment and to identify interventions which will create the best benefit for people that live, work and visit Herefordshire.

Improving transport safety and security

Approximately two thirds of collisions resulting in serious injury occur on our rural roads. These roads typically have national speed limits, less consistent streetlighting and can be prone to higher rainfall and ice during the winter months.

To make our rural roads safer we will make targeted changes to the road layout where it is evident that collisions have occurred. .

Our Market Towns tend to have a higher number of people cycling, walking and wheeling, and where there will be a greater focus on improvements for the most vulnerable road users. Each of our Market Towns typically has an A-road with high traffic flows passing through it which can be unattractive for people cycling, wheeling and walking. Improving crossing facilities in our Market Towns will help to both improve safety but also unlock new travel opportunities for all users.

Strategy for Rural Herefordshire and its Market Towns

Supporting a thriving and prosperous economy

- **Improving Market Towns and Villages including**
 - Improve town centre car and cycle parking facilities.
 - Improve pedestrian facilities and crossings to support rural centres.
 - Reduce dominance of vehicles in town centres to enable enhanced provision for pedestrians and/or space for cafes/businesses.
 - Supporting the hosting of community and seasonal events.
- **Unlock Strategic Development through**
 - Southern Link Road and active travel facilities in Leominster.
 - New access road and improved bus services to Ross-on-Wye.
 - Attractive walking and cycling access from new developments to town centres, employment, public transport nodes and schools.
 - Improvements to public transport services and infrastructure.

Enabling healthy behaviours and improving wellbeing

- Improve cycling, walking and wheeling facilities and signage across all Market Towns, to local centres and public transport hubs.
- Develop a network of attractive walking and cycling routes in Leominster.
- Trial low traffic lanes for safer cycling, walking, wheeling and horse riding.
- Implement measures in the Rights of Way Improvement Plan, including removing barriers and restrictive infrastructure on the Public Rights of Way network.

Tackling climate change and protecting the natural and built environment

- Work with partners and support delivery of Electric Vehicle charge points on-street and in council car parks.
- Promote and encourage Peer-to-Peer charging.
- Increase the availability of online council services and work with public sector partners to increase their online service availability.
- Continue to improve rural broadband and digital connectivity.

Improving accessibility and inclusivity

- Improve access to rail stations, including Leominster station redevelopment.
- Focus on improvements to bus services on core interurban routes.
- Integrate bus times with the opening hours of leisure and social facilities.
- Support community transport operators to increase provision.
- Produce a Rural Mobility Strategy.

Improving transport safety and security

- Deliver improvements to safety in rural areas, including engineering, educational and speed limit changes at identified collision locations.
- Improve the safety of pedestrian facilities.

Hereford City Strategy

Situated on the River Wye, Hereford is a historic city and the largest urban area in Herefordshire. It is home to approximately 60,000 of residents, representing roughly one third of our total population.

The city has a younger, and more varied demographic than the rest of Herefordshire. There are also significant social variations across the city. For example, the central and south eastern areas have high levels of productivity and low levels of deprivation. In contrast, some areas to the south west of the River Wye fall within the top 10% most deprived areas in England.

Hereford city is the largest economic centre in Herefordshire. It is a hub for retail, services, employment, healthcare and education. It provides not only for our city's residents, our Market Towns and rural areas, but also for cross border destinations such as Shropshire, Worcestershire, Gloucestershire, Monmouthshire and Powys.

The Cathedral, riverside and historic streets create an attractive and characterful city centre that is a destination for its retail and cultural offer. The county's largest employment site is Rotherwas Industrial Estate, on the south-eastern edge of Hereford. There are also a number of large employers to the north of the city centre.

A third of jobs in Hereford are filled by residents of the city. The rest, representing around 30,000 people, commute into the city from surrounding towns and rural areas within Herefordshire and our neighbouring areas.

The majority of commuting into the city is by car, although the percentage that drive varies by origin as shown in Figure 9. Just over half of those that live and work in Hereford city commute by car, with around 40% walking and cycling. For journeys into the city, car travel is higher at 75% of trips from our Market Towns, rising to 90% from our rural areas where there are more limited sustainable travel choices.

Figure 9: Commuting trips split by place (2021)



Supporting a thriving and prosperous economy

Hereford city is likely to be the focus of growth and include new housing and employment. New development will require significant transport infrastructure investment in the city and surrounding area to unlock growth. The priorities to support this growth could include:

- Delivery of a **new vehicular route** to the west of the city, providing access for new development areas and helping to take traffic away from the city centre.
- Enhancements to **city centre urban realm** to improve attractiveness and boost the local and visitor economy.
- Enhanced **cycling, walking and wheeling** facilities across the city, providing attractive facilities to maximise the number of short distance trips within Hereford city that are made by active travel.

With areas of flood plain to the east of Hereford, any new development is likely to be delivered to the north, south and west of city. New infrastructure including vehicular routes will be essential for providing access for all users and mitigating the impact of new travel demand on the historic city centre. The exact alignment of a new route to the west of the city and connecting the A49 south of Hereford to the A49 in the north will be linked to the positioning of new development.

A new highway route travelling around the west will also help to take traffic away from the city centre and across the River Wye. This will unlock a number of new opportunities to enhance the city centre. Reduced traffic and congestion will help to improve air quality. It will also enable improvements to public realm in the city centre. This could include more public space for people to spend time and dwell and more space for outside seating for food and drink premises. This will create a more vibrant and attractive local area and in turn help to boost local business.

The new routes taking traffic out of the city centre and along the A49 will help to enable faster and more reliable bus journey times, and scope to provide dedicated bus priority. In turn this will support the viability of the city and interurban bus services to our Market Towns. It will also create more opportunities to provide dedicated facilities for people to cycle, walk and wheel in the city centre.

Further improvements to sustainable travel options would also help to increase accessibility to employment sites and support the high-tech industries within the Enterprise Zone. The focus of these will be bus service and active travel infrastructure, although subject to what development is proposed to the south of the city this could also include the potential for a new railway station.

There are a number of existing Park and Cycle/Change sites that increase choice and capacity for travel into the city. We will explore the potential for new developments to provide more Park and Change sites on key corridors, such as the A49.

City centre parking is spread between a number of small car parks. Coupled with high demand to park in certain city centre car parks or streets, vehicular traffic circulation for car parking spaces is common and adds to local congestion. Consolidation of off-street parking into a smaller number of larger sites could help to reduce vehicular traffic and release land

for other uses. We will draw on work on the Merton Meadows multi storey car park and develop a new Car Parking Strategy and proposals to improve car park signage for the city.

Enabling healthy behaviours and improving wellbeing

The city benefits from a number of attractive routes for walking, wheeling and cycling. In addition to an attractive city centre pedestrian environment, routes include the Great Western Way from the south west towards the city centre and those along the riverside. Recent improvements have further built upon this including Active Travel Fund schemes, pedestrianisation of streets and 20mph speed limits on many of the city centre shopping streets.

Around 40% of commuting trips in Hereford city are under 2km and 70% under 5km. Approximately half of those trips under 2km are undertaken by car. Improving facilities for walking, wheeling and cycling represents the most efficient means of shifting short distance trips in Hereford city out of the car.

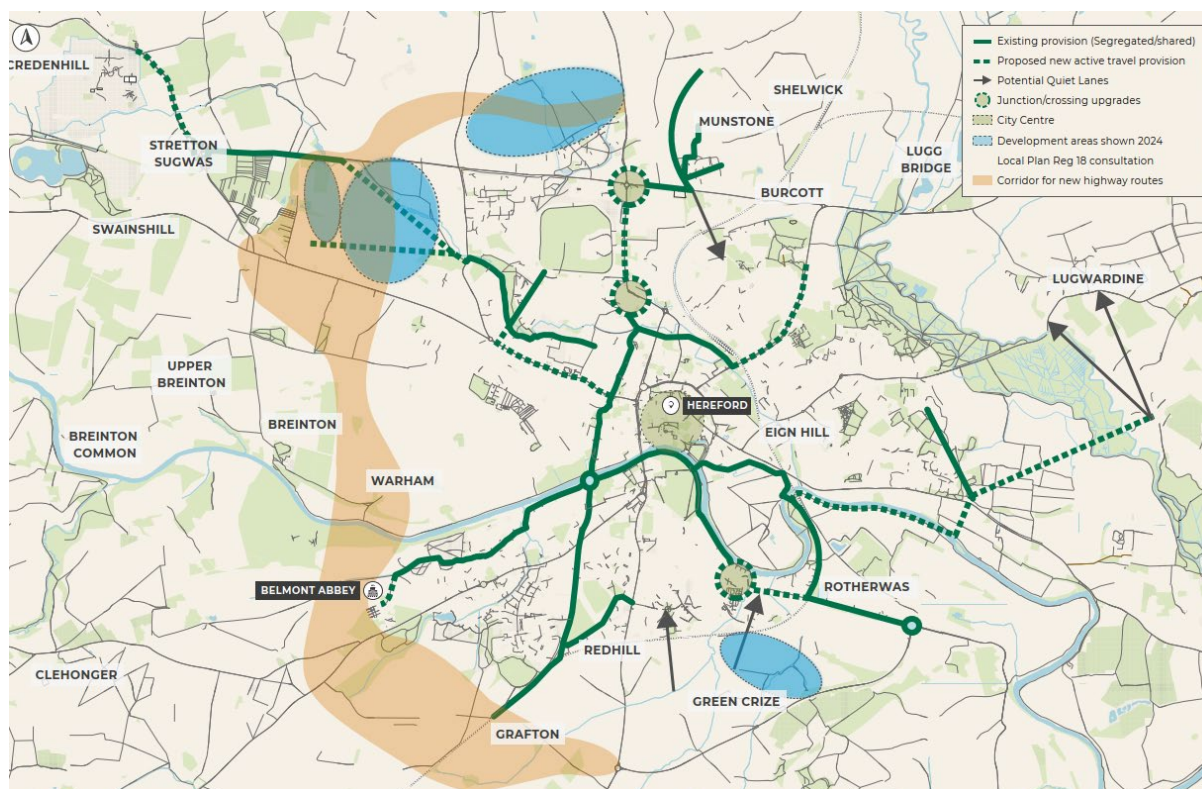
Our aim is to make cycling, wheeling and walking the first travel choice for our residents of Hereford city. This is matched by an aspiration of at least 50% of trips being made by walking, wheeling and cycling by 2041, at the latest. This will be achieved by:

- Delivering **connected, comprehensive and safe** walking, wheeling and cycling routes across the whole city.
- Ensuring high quality cycling, wheeling and walking facilities from areas of **new development into the city** and joining to existing active travel networks.
- Expanding the number of **low traffic streets** and/or **20mph zones** across the city centre and residential areas.
- **Connecting surrounding rural settlements** to Hereford city, including by extending the riverside active travel network.
- Expanding the **on-street bike hire** scheme in the city.

We will also look to increase the provision of secure cycle parking stands, for standard and non-standard bikes, at key destinations around the city centre and at our key interchanges such as the rail and bus station in Hereford city.

Delivering complete cycling, walking and wheeling routes will encourage more people to choose sustainable modes of travel for their everyday journeys. This will reduce reliance on car but also have wider benefits for health, air quality and productivity. These ambitions align to the approach that will be set out in our emerging Herefordshire Local Cycling, Walking and Wheeling Infrastructure Plan (LCWWIP). An overview of the priority measures for delivery are shown in the Figure 10, and listed in the Hereford City Action Plan. These will form the basis to develop a pipeline of active travel schemes for the city.

Figure 10 Hereford City Network Map



Tackling climate change and protecting and enhancing the natural and built environment

The high number of vehicles that drive in and through the city centre contributes to congestion and associated environmental impacts including carbon emissions and noise. This has resulted in an Air Quality Management Area (AQMA) along the A49 corridor, from Holmer Road in the north to Belmont Road in the south which has poor air quality and high levels of pollution.

Addressing these impacts will help to create a better place to live, work and visit. To achieve this, we will need to:

- Reduce the amount of traffic travelling through the city centre.
- Transition to less polluting types of propulsion through
 - Providing more **Electric Vehicle charging points**.
 - Roll out **zero emission buses in Hereford city**.
- **Support transition of freight to sustainable modes** in the city centre.

There are a number of existing Electric Vehicle charging points in Hereford, albeit they are not evenly spread across the city. A significant increase in Electric Vehicle charging points across the city will be required to cater for future demand and help reduce the environmental impacts of transport. The initial priority are sites being delivered through LEVI funding and the first on-street installations will begin in 2025 with roll out continuing until at least 2030. Rapid charge points hubs are also planned for car parks across the county.

As the hub for bus services, Hereford city is also the most suitable location to begin the roll out of zero emission buses in Herefordshire. While previous funding bids have been unsuccessful, we will continue to work with operators to transition the city's bus fleet to zero emission vehicles.

Building upon the success of Pedicargo in the city centre, focused infrastructure investment in the city centre to facilitate a further transition of freight to sustainable transport solutions will be supported. We will work with partners to consider areas to consolidate freight where it supports enhancing the city centre environment.

These changes will also help to provide safer and more welcoming spaces for pedestrians and cyclists and to support improved bus reliability, which in turn will also help to encourage more travel by less polluting modes.

Improving accessibility and inclusivity

The city centre is the focal point for the county's bus connections. Core services to the market towns run along the city's radial corridors and there are a network of local city bus services serving main residential areas, typically at a half hourly frequency. The level of provision is such that buses can provide many residents an attractive sustainable travel option.

However, with limited river crossings and significant through traffic, the city centre highway network can suffer from congestion. Buses get delayed in the same congestion, in particular at Belmont Road, Whitecross Road, Commercial Road, Aylestone Hill, Newmarket Road and St Peter's Square. The delay caused by congestion on these key city centre roads reduces the attractiveness of buses for passengers and increase the operating costs of public transport.

The high population density, number of amenities in the city and that many trips in the city are too long a distance to walk means that bus could play a greater role in moving people in the city. To help achieve this, we will deliver the following bus improvement schemes which align to the ambitions set out in our BSIP:

- **Bus priority measures** within Hereford city centre on key bus corridors.
- **Improved frequency** on Hereford city services.
- **Using developer funding to extend bus services** to ensure sustainable travel choices are provided at an early stage of new developments.
- **Half hourly frequency** buses on the core county services between Hereford city and Ross-on-Wye and Leominster.

We will work with public transport operators and undertake further work to identify where improvements to bus journey times can be enhanced and identify improvements to support bus within the city and to and from our market towns.

We currently have good rail connections from Hereford city to key urban centres such as Manchester, Birmingham, Cardiff and London. Future enhancements to these services would help to further boost the economy and attractiveness of Hereford City as a destination.

The delivery of a Transport Hub at Hereford Railway Station will help to significantly enhance the transfer between rail, bus, cycle and taxi. The Transport Hub will create a new gateway and arrival point in Hereford city for our visitors. We will complement the new hub with improvements to the signage and routes into the city centre and key destinations.

Taxis play an important role in supporting access for all and as part of multimodal journeys. In liaison with operators, we will explore opportunities to enhance taxi rank provision and potential external funding opportunities that would help to decarbonise the taxi fleet.

The city benefits from an existing bike share scheme which helps to encourage sustainable travel for short distance journeys around the city centre. We will work with operators to grow this network.

To complement the shared bikes, we will explore the potential for a citywide car club scheme. This would improve travel choice by giving people ad-hoc access to a vehicle and provide a cost-effective alternative to single or multiple car ownership. Over time, shared cars could transition to zero emission vehicles, and in combination with bikes, buses and rail form part of a single new transport ticketing offer.

Improving transport safety and security

To support the ambition to make cycling, wheeling and walking the first choice for short distance journeys in Hereford city, we will need to ensure that vulnerable road users are appropriately segregated from vehicles and provide facilities that people of all ages and abilities feel safe using around Hereford city.

Safer speeds will also assist in areas where cycles mix with vehicles and vehicle flows are lower and there are several 20mph zones already in place in the city centre and near schools. Extending the traffic calmed and lower speed areas across more of the city will help to create a safer and more attractive environment and reduce the likelihood of injuries.

Strategy for Hereford City

Supporting a thriving and prosperous economy

- Deliver the infrastructure to unlock and support sustainable new development.
- New vehicle route to the west of the city.
- Improved sustainable transport links to major development areas.
- Reduce the dominance of vehicles in the city centre.
- Improve the city centre urban realm to support the local and visitor economy.
- Review of car parking provision in the city centre.

Enabling healthy behaviours and improving wellbeing

- Delivery of comprehensive walking and cycling network across the city.
- Ensure active travel facilities provided within and connecting from new development.
- Extend the riverside active travel network.
- Connect neighbouring rural settlements to the city centre.
- Expand the on-street bike hire scheme in the city.

Tackling climate change and protecting the natural and built environment

- Expansion of electric vehicle infrastructure around the city.
- Roll out of zero emission buses.
- Transition of freight to sustainable modes.

Improving accessibility and inclusivity

- Delivery of the Transport Hub at Hereford Railway Station.
- Investigate and deliver bus priority on key corridors.
- Provide bus services at early stages of new developments.
- Half hour frequency buses between Hereford city and Market Towns.
- Roll out of shared cars across the city.
- Work towards single integrated ticketing for sustainable transport modes.

Improving transport safety and security

- Segregated facilities for pedestrians and cycles and improved crossing facilities.
- Safer city centre and residential streets.

7. Action Plans: Transport Network

Theme	Sub theme	Measures
Thriving and Prosperous Economy	Highway Maintenance	Regular update of Highways Asset Management Plan
Thriving and Prosperous Economy	Highway Maintenance	Review and refresh of list of traffic sensitive streets
Thriving and Prosperous Economy	Highway Maintenance	Review spending and priorities for the On-street Parking Account
Thriving and Prosperous Economy	Highway Maintenance	Audit and review of strategic signage and brown tourism signage
Thriving and Prosperous Economy	Sustainable Development	Creation of Infrastructure Delivery Plans linked to new developments
Thriving and Prosperous Economy	Sustainable Development	Establish process for and undertake area-wide Residential Travel Planning
Health & Wellbeing	Access to Cycle	Annual Cycle Parking Program
Health & Wellbeing	Access to Cycle	Removal of barriers on rural leisure trails and National Cycle Network
Tackling Climate Change	Decarbonising maintenance	Production of a Low Carbon Procurement Strategy
Tackling Climate Change	Decarbonising maintenance	Develop an approach to considering carbon in scheme design
Tackling Climate Change	Decarbonising maintenance	Reduce carbon emissions from street lighting
Tackling Climate Change	Decarbonising maintenance	Upgrade and enhance traffic signals
Tackling Climate Change	Transition to lower emission fuels	Increased provision of public Electric Vehicle chargers
Tackling Climate Change	Transition to lower emission fuels	Promote the use of peer-to-peer charging networks
Tackling Climate Change	Transition to lower emission fuels	Regular update of Electric Vehicle Charging Strategy
Improving accessibility and inclusivity	Better Buses	Establish an Enhanced Partnership with bus service operators
Improving accessibility and inclusivity	Improve rail connectivity	Lobby for enhanced Hereford to Birmingham rail services
Improving accessibility and inclusivity	Improve rail connectivity	Lobby for two hourly Hereford to London Paddington Rail Service
Transport Safety and Security	Safer Travel	Road safety training for older and younger drivers

Theme	Sub theme	Measures
Transport Safety and Security	Safer Travel	Minor safety improvements program together with additional capital investment for larger schemes where appropriate
Transport Safety and Security	Safer Travel	Delivery of School Street and enforcement of restrictions around schools

8. Action Plan: Rural Herefordshire

Objective	Sub theme	Measure
Thriving and Prosperous Economy	Unlocking Development	Leominster Southern Link Road
Thriving and Prosperous Economy	Unlocking Development	Ross-on-Wye: Eastern Access Road
Thriving and Prosperous Economy	Unlocking Development	Ross-on-Wye: A40 Crossings and active travel facilities
Thriving and Prosperous Economy	Unlocking Development	Bromyard Access Road and Pedestrian/Cycle facilities
Thriving and Prosperous Economy	Unlocking Development	Kington Development Access and Pedestrian/Cycle facilities
Thriving and Prosperous Economy	Access and Parking	Kington High Street Improvements
Thriving and Prosperous Economy	Access and Parking	Ross-on-Wye On street parking review
Thriving and Prosperous Economy	Access and Parking	Market Town Parking Strategy
Thriving and Prosperous Economy	Access and Parking	Signage of key active travel routes, bus stops and rail stations
Thriving and Prosperous Economy	Town Centre Pedestrian Facilities	Bromyard: High St junctions crossing upgrades
Thriving and Prosperous Economy	Town Centre Pedestrian Facilities	Ledbury: Market House crossing and pedestrian improvements
Thriving and Prosperous Economy	Town Centre Pedestrian Facilities	Leominster: Worcester Road Crossing and links to railway station
Thriving and Prosperous Economy	Town Centre Pedestrian Facilities	Leominster: Rainbow Street / A44 New Street / Green Lane crossing
Thriving and Prosperous Economy	Town Centre Pedestrian Facilities	Ross-on-Wye: Brampton Road/B4324 crossings
Thriving and Prosperous Economy	Town Centre Pedestrian Facilities	Ross-on-Wye: Town centre pedestrian improvements package
Health & Wellbeing	Rural Networks	Accessibility improvements on PROW and National Cycle Network
Health & Wellbeing	Rural Networks	Develop proposal to identify and implement green lanes
Health & Wellbeing	Town Networks	Signage of key active travel routes, bus stops and rail stations
Health & Wellbeing	Town Networks	Ledbury: Improve and Extend Town Trail and crossings of Leadon Way
Health & Wellbeing	Town Networks	Leominster Ryelands Road

Objective	Sub theme	Measure
Health & Wellbeing	Town Networks	Leominster B3461 Ryelands Road to South Street
Health & Wellbeing	Town Networks	Ross-on-Wye: Riverside routes feasibility Study
Tackling Climate Change	Digital Access	Promote online services and digital accessibility
Tackling Climate Change	Transition to lower emission fuels	Promotion of peer-to-peer charging networks
Tackling Climate Change	Transition to lower emission fuels	Delivery of LEVI funded on street charge points in all market towns
Tackling Climate Change	Transition to lower emission fuels	Delivery of EV charge points in council car parks
Improving accessibility and inclusivity	Better Buses	Provide bus priority and/or bus only access along key routes
Improving accessibility and inclusivity	Better Buses	Review of and address delays arising from on-street parking
Improving accessibility and inclusivity	Better Buses	Half hourly bus Frequency Leominster to Hereford city
Improving accessibility and inclusivity	Better Buses	Half hourly bus Frequency Ross-on-Wye to Hereford city
Improving accessibility and inclusivity	Bus Stop Facilities	Improve access and facilities at busiest bus stops
Improving accessibility and inclusivity	Bus Stop Facilities	Secure Cycle parking at stops on core routes
Improving accessibility and inclusivity	Rail Interchange	Leominster Station Forecourt Redevelopment
Improving accessibility and inclusivity	Rail Interchange	Ledbury Station Access for all Improvements
Improving accessibility and inclusivity	Rail Interchange	Improved pedestrian and cycle access and signage to Colwall Station
Improving accessibility and inclusivity	New Opportunities	Produce a Rural Mobility strategy
Improving accessibility and inclusivity	Collaborative Working	Improve co-ordination of rural bus services with leisure and social facilities
Improving accessibility and inclusivity	Collaborative Working	Work with organisations to support & broaden community transport services.
Improving accessibility and inclusivity	Collaborative Working	Develop rural partnerships to deliver rural mobility improvements.
Transport Safety and Security	Reducing Collisions	Continued delivery of Safer Place initiative in rural settlements
Transport Safety and Security	Safer Routes to School	Archenfield Road crossing, Ross-on-Wye

9. Action Plan: Hereford City

Objective	Sub theme	Measure
Thriving and Prosperous Economy	Unlocking Development	Hereford Southern Link Road
Thriving and Prosperous Economy	Unlocking Development	Hereford Western Relief Road
Thriving and Prosperous Economy	Unlocking Development	Investigate feasibility of Hereford South Railway Station
Thriving and Prosperous Economy	Unlocking Development	Extend bus services to serve proposed new development
Thriving and Prosperous Economy	Access and Parking	Expand the number of low traffic streets across the city centre core
Thriving and Prosperous Economy	Access and Parking	City Centre Car Parking Strategy
Thriving and Prosperous Economy	Access and Parking	Enhance Bus Services to Rotherwas Industrial Estate
Thriving and Prosperous Economy	Access and Parking	Railway Station to City Centre Route
Thriving and Prosperous Economy	Connecting Communities	Hereford to Credenhill active travel route
Thriving and Prosperous Economy	Connecting Communities	Feasibility study of routes from Tidnor Lane to Hampton Park Road
Health & Wellbeing	Key Pedestrian Corridors	Aylestone Park walking and cycling accessibility improvements
Health & Wellbeing	Key Pedestrian Corridors	Priory Place/Newtown Road Roundabout Crossing facilities
Health & Wellbeing	Key Pedestrian Corridors	A49/Holmer Road Roundabout Crossing facilities
Health & Wellbeing	City wide Cycle Network	Whitecross Road
Health & Wellbeing	City wide Cycle Network	Holmer Road to Great Western Way
Health & Wellbeing	City wide Cycle Network	Holme Lacy Road
Health & Wellbeing	Riverside Routes	Extend the riverside route from Canary Bridge to the east
Health & Wellbeing	Riverside Routes	Ped /Cycle bridge on River Wye to north east of Rotherwas
Health & Wellbeing	Quiet Lanes	Lower Bullingham Lane
Health & Wellbeing	Quiet Lanes	Bullingham Lane

Objective	Sub theme	Measure
Health & Wellbeing	Sustainable Travel	Expand the on-street bike hire scheme in the city
Tackling Climate Change	Net Zero Emissions	Roll out zero emission buses in the city centre
Tackling Climate Change	Electric Vehicles	Delivery of LEVI funded on street and city centre car park Electric Vehicle charge points
Tackling Climate Change	Sustainable Freight	City Centre Freight Study
Tackling Climate Change	Sustainable Freight	Work with operators to identify measures to support use of cargo bikes
Improving accessibility and inclusivity	Bus Improvements	Deliver a 15-minute frequency on city core bus network services. Operating 7 days of the week and Monday-Saturday evenings.
Improving accessibility and inclusivity	Better Buses	Half hourly bus Frequency Leominster to Hereford city
Improving accessibility and inclusivity	Better Buses	Half hourly bus Frequency Ross-on-Wye to Hereford city
Improving accessibility and inclusivity	Better Buses	Bus delay mapping and bus priority feasibility study
Improving accessibility and inclusivity	Better Buses	Deliver bus priority measures on key bus corridors
Improving accessibility and inclusivity	Rail Interchange	Transport Hub at Hereford Railway Station
Improving accessibility and inclusivity	Rail Interchange	Improved pedestrian signage from station to City Centre
Improving accessibility and inclusivity	Shared Travel	Roll out of shared cars
Improving accessibility and inclusivity	Shared Travel	Provision of shared cars and bikes at railway station and bus station
Improving accessibility and inclusivity	Shared Travel	Delivery of Mobility Hubs that offer shared cars and bikes
Transport Safety and Security	Safer Routes to School	Walnut Tree Avenue crossing improvements
Transport Safety and Security	Safer Routes to School	Safer routes to school packages
Transport Safety and Security	Safer Speeds	Continue delivery of minor safety improvements such as traffic calming measures at identified collision sites



This page is left intentionally blank