

## Welcome to the next stage of public consultation for the Hereford Transport Package.

In this consultation, we would like to know your thoughts on possible walking, cycling, bus and public space improvements throughout the city.

Improving the way we travel in Hereford is an important part of our vision, as outlined in our Local Transport Plan and Core Strategy. By improving our transport network, we aim to encourage people to choose walking, cycling or travelling by bus more often and reduce dependency on the car for shorter journeys.

An overwhelming 87% of people who responded to the last Hereford Transport Package consultation told us they approved of the walking, cycling, bus and public space improvements that were presented. Since then we have carefully considered feedback and developed measures and we would like to hear your views about these.

The Hereford Transport Package is the range of measures designed to improve the way we move about the city, reduce congestion, cut pollution and give people more choice about how they travel. A key part of the Hereford Transport Package is a range of measures designed to improve access to public transport, to make cycling and walking easier, safer and more convenient.

We would like to hear your opinions on these proposals and to learn more about what would encourage and enable you to walk, cycle or use the bus more often.

### Hereford Transport Package includes:

#### Walking, cycling, bus and public space improvements

A series of proposed improvements in Hereford to encourage walking, cycling and bus use for short distance journeys.

#### Hereford bypass

The proposed bypass is a new road to the west of Hereford which includes a crossing of the River Wye. By building this new road we can deliver an ambitious programme of walking, cycling, bus and public space improvements.

The bypass is still undergoing technical assessment and more information will be provided later in the year. You will have the opportunity to provide your comments on the bypass at a public consultation later in 2019.

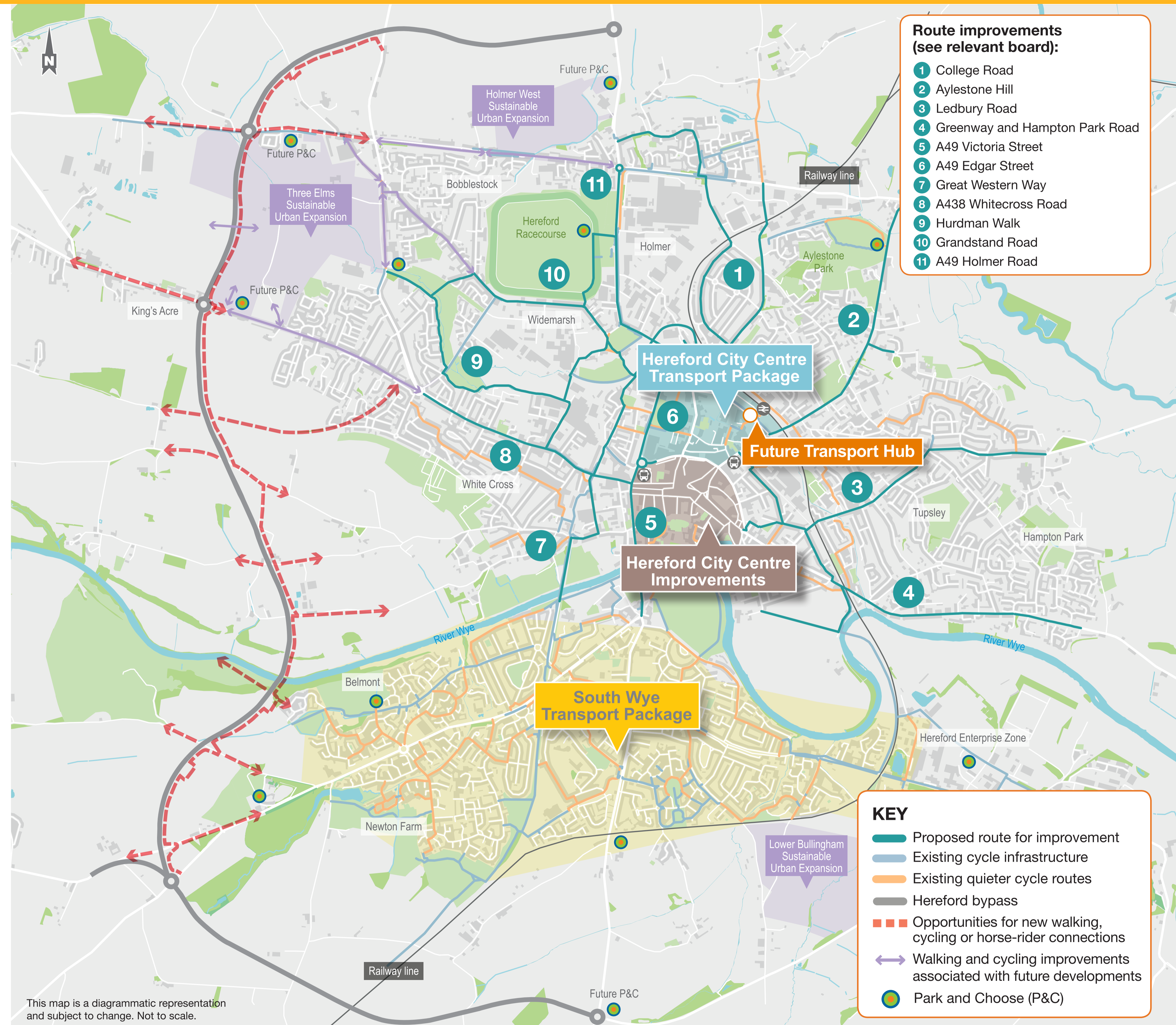


The Hereford Transport Package includes a bypass and a package of walking, cycling, bus and public space improvements. The proposals are designed to work together to make Hereford a better place to live, work, study and visit.

The bypass will be a key driver in freeing up road space in the city creating the opportunity to provide high quality walking, cycling, bus and public space improvements.

The schemes that make up the Hereford Transport Package shown on the map aim to meet the following objectives:

- **Facilitate economic growth**  
Reducing peak hour journey times
- **Encourage sustainable development**  
Creating attractive alternatives to shorter car journeys
- **Improve regional connectivity**  
Creating more reliable journeys for people travelling through Hereford
- **Provide network resilience**  
Reducing the impact of accidents, breakdowns, and maintenance work on the city's main road network
- **Encourage healthier lifestyle**  
Providing facilities for active travel (walking, cycling and travelling by bus)
- **Improve air quality and reduce noise**  
Reducing pollution from congestion
- **Reduce severance**  
Improving connections for pedestrians and cyclists
- **Improve safety**  
Improving safety for all road users



The Hereford Transport Package will benefit you whether you're travelling within Hereford or beyond.

The walking, cycling, bus and public space improvements will complement the current public transport network shown on this map by creating a more integrated and inclusive transport system that allows you to choose how you move.

The Hereford Transport Package will link to other future improvements across the city:

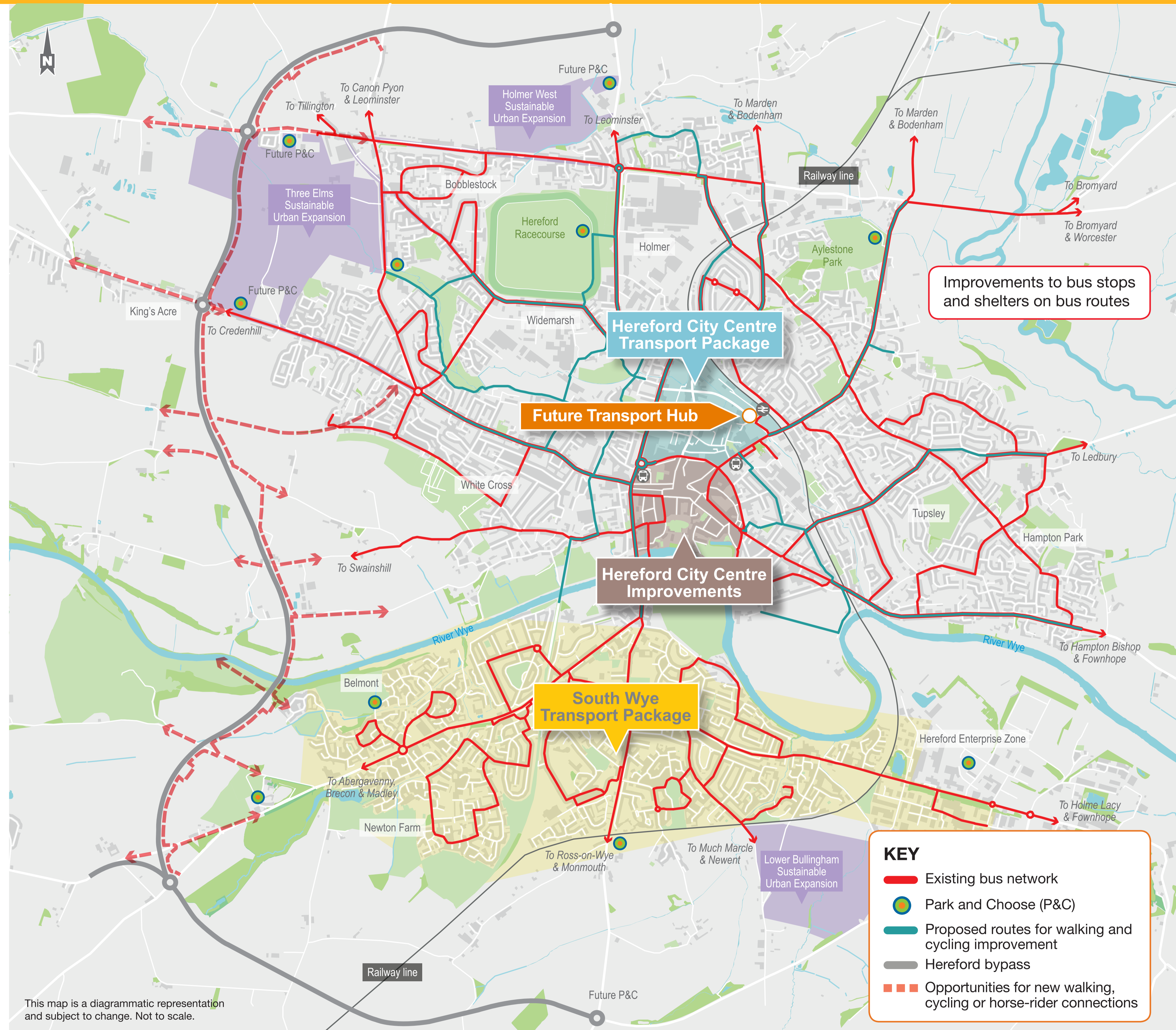
**Hereford City Centre Transport Package** will deliver a **transport hub** at the train station and public space improvements on Newmarket Street, Blueschool Street and Commercial Road.

**Hereford City Centre Improvements** will deliver significant regeneration of the public space and benefits for pedestrians and cyclists in the city centre.

**South Wye Transport Package** will deliver walking, cycling and public space improvements in the South Wye area.



Visualisation of the future transport hub which will link to the proposed HTP improvements. Images are artistic representations only and do not represent any agreed or final designs.



The walking, cycling, bus and public space improvements outlined in this consultation are essential to complement the bypass and help meet the overall HTP objectives. Here are the benefits of these improvements:

### Create attractive alternatives to car use for journeys within the city

The routes will enable reliable and continuous travel by foot and cycle across the city, creating a network that is recognisable and user friendly.

### Encourage healthier lifestyles

The routes will give more people the confidence to travel more actively by walking, cycling and by bus, keeping us healthier for longer.

### Create a safer travel environment

The measures will tackle some of the least safe areas for walkers and cyclists in the city, providing a safer travel environment for all users.

### Reduce journey times

The routes will reduce waiting times by giving more priority to people travelling by foot, cycle or bus at busy junctions. They allow buses and bikes to avoid delays from heavy traffic and provide new, more direct routes for cyclists and pedestrians.

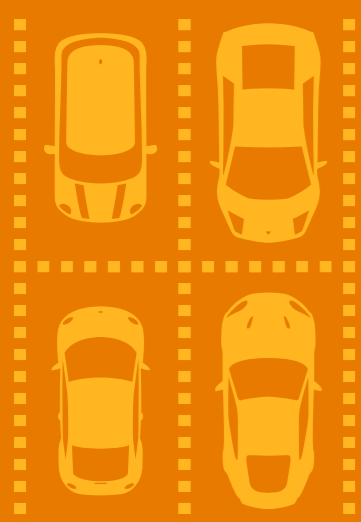
### Improve air quality and reduce noise

These measures will encourage people to use their car less, reducing noise and pollution.

### Create better routes across roads, railways and the River Wye

The routes will link communities with employment and the city centre, overcoming existing barriers to movement across the city.

## Did you know?



**49%** of commuting trips in Hereford which are less than 5km are made by motor vehicle (*typically a 20 minute cycle*).

Source: Census 2011 (WP7701EW data).

**Walking makes up less than 20%** of all journeys in Hereford.

Source: Hereford Household Travel Survey 2016/17.



Levels of physical activity are declining across Herefordshire.

An inactive person spends **38% more days in hospital** than an active person.

Source: Herefordshire's Health and Well Being Strategy.



**38%** of commuting trips in Hereford which are less than 2km are made by motor vehicle (*typically a 25 minute walk*).

Source: Census 2011 (WP7701EW data).

Concentrations of **harmful air polluting chemicals** have exceeded levels within

government guidelines along the A49 through the centre of Hereford.

Source: 2017 Air Quality Annual Status Report (ASR) Herefordshire Council.



The following explains the process for developing walking, cycling, bus and public space schemes.

## Stage 1

We reviewed Hereford's transport network and in our first consultation sought your views on what issues should be prioritised. As a result, we were able to develop a set of objectives for the Hereford Transport Package (HTP).



## Stage 2

We then identified walking, cycling, bus and public space improvements that supported these HTP objectives.

## Stage 3

The second consultation asked for your views on possible measures we could develop under six key themes ranging from traffic management and use of public space to junction improvements and traffic free paths.



## Stage 4

Building on your positive feedback from the second HTP consultation, we have developed walking, cycling, bus and public space improvement plans. We would like to hear your opinions on our proposals and find out what would encourage you to walk, cycle or use the bus more.

## Stage 5

We will analyse the public feedback given in this consultation to inform the next stage of design.

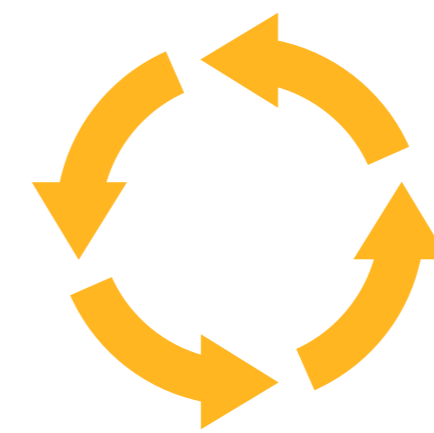
## Stage 6

The designs will be developed for further consultation.

## What did you tell us at our last consultation?\*



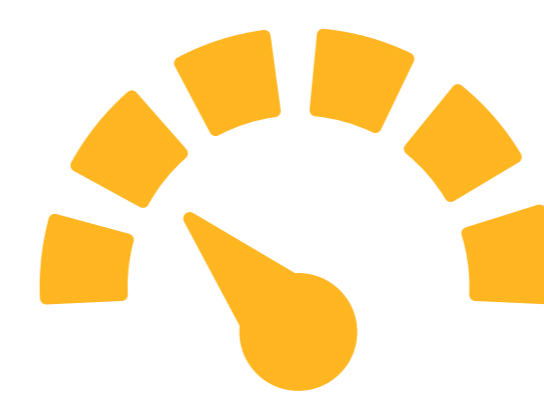
**57% wanted more** space for walking, cycling and bus journeys



**70% supported** better junction improvements for people walking, cycling and using the bus



**64% approved** of crossing improvements along and across main roads



**64% supported** traffic management measures including 20mph speed limits



**63% liked** the suggestion of improvements to traffic free paths for walking and cycling

\*Figures obtained from the 2018 - Phase 2 Hereford Transport Package consultation