

# Herefordshire Council Local Transport Plan 2016 - 2031 Strategy

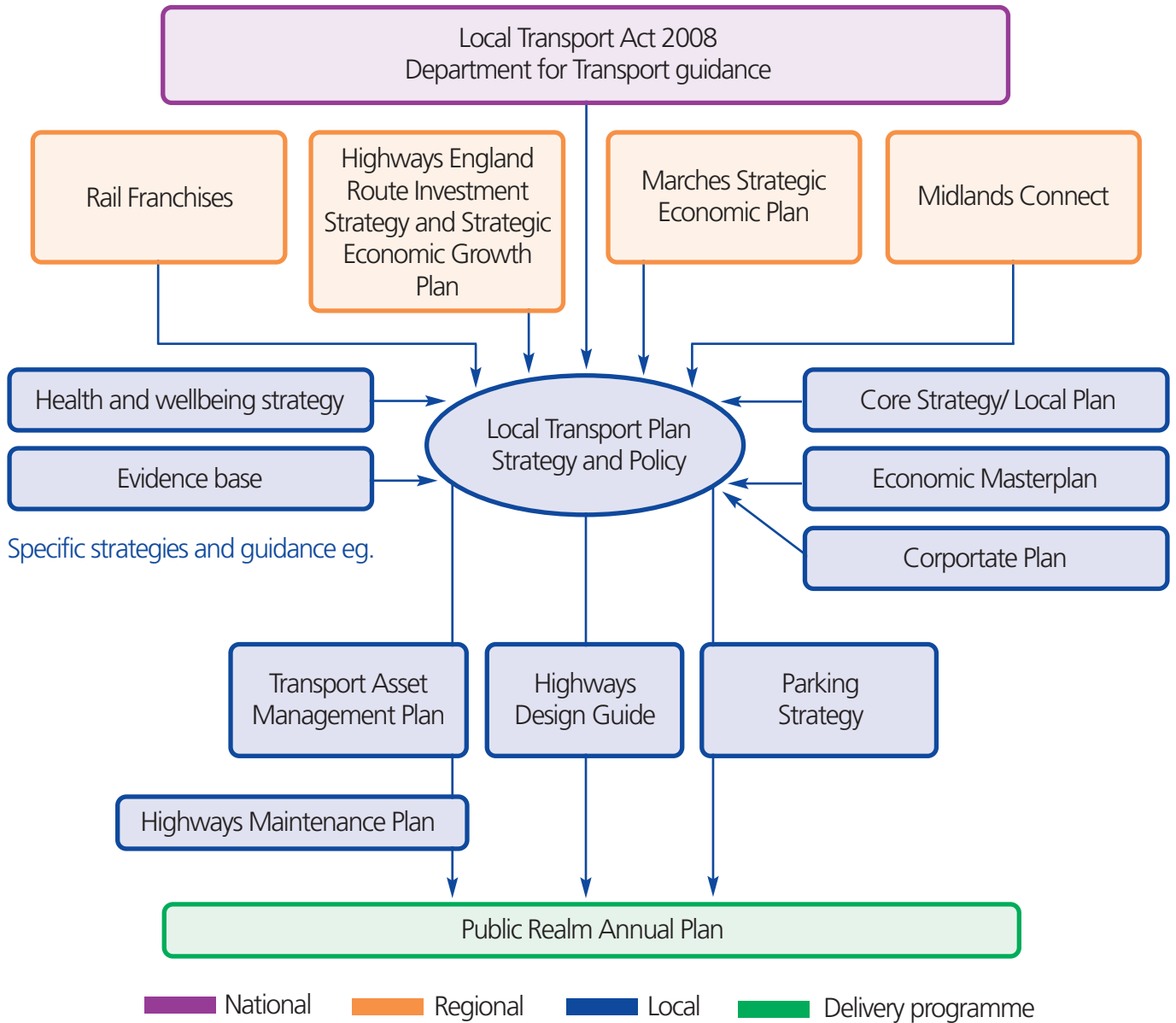




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# Role of the Local Transport Plan





# Foreword

Transport is vital to the people of Herefordshire. An efficient transport network is essential for the county's economy, supporting delivery of new homes and jobs. The ability to access services and maintain independence is also important and particularly challenging in a large rural county with an aging population. Whilst the car is likely to remain the single most important and flexible form of transport for most residents this LTP includes a range of policies and proposals for all transport modes. It sets out the important role transport will play in supporting economic growth, improving health and protecting our environment for the period 2016-31.

Our strategy has partnership working at its heart and it sets out how key partnerships will help us work towards our wider objectives for economic recovery, health and wellbeing. Transport demands are complex; require coordination of a range of providers and different modes, and often cross administrative borders. Close working with partners such as Highways England, bus and train operators and with our partners in the Marches area, wider West Midlands region and other neighbouring authorities will be critical to ensuring that transport plays its full role in supporting economic recovery and maintaining access.

We will strengthen our relationship with the voluntary sector and aim to help more people make a contribution. We will widen third sector capability in our community transport and asset management services.

This LTP will establish the transport conditions necessary for successful delivery and operation of the NMITE University. This ground breaking and innovative project, which will bring much needed

tertiary education and training facilities to the county, will be fully integrated into the active travel strategy for the city. This will ensure its accessibility will be maximised whilst keeping its impact on the transport system to a minimum.

## A Strategy for Sustainable Growth

The Council is taking forward a strategy based on sustainable growth – more homes (including affordable housing) and jobs in the right locations. The Core Strategy sets out our plans for sustainable growth – 16,500 new homes, more jobs at the Hereford Enterprise Zone and other employment sites around the county and enabling infrastructure which will support this new development.

This Local Transport Plan outlines the significant role that transport will play to enable the delivery of the Core Strategy proposals. The Core Strategy highlights the need for major investment in our transport network including:

- City Link Road to unlock brownfield land for new affordable housing and regeneration in the centre of Hereford.
- A southern link road in the South Wye area to reduce congestion on Belmont Road and provide improved access to the Enterprise Zone at Rotherwas
- A Hereford Relief Road (HRR) which will bypass Hereford providing an alternative route for through traffic, additional capacity within the existing network enabling more sustainable modes and access for new development

Major infrastructure proposals will be complemented by continued investment in active travel measures, as part of integrated transport packages.

# Our vision and transport objectives

A transport network that supports growth enabling the provision of new jobs and houses, whilst providing the conditions for safe and active travel, which reduces congestion and increases accessibility by less polluting and healthier forms of transport than the private car.

Our transport objectives seek to focus our strategy and ensure connection with other local and national objectives. These objectives have been developed from the evidence base we have established, given the current and future transport demands for the County. This includes extensive work in support of the Core Strategy, a range of transport studies, consultation and reviews of best practice.

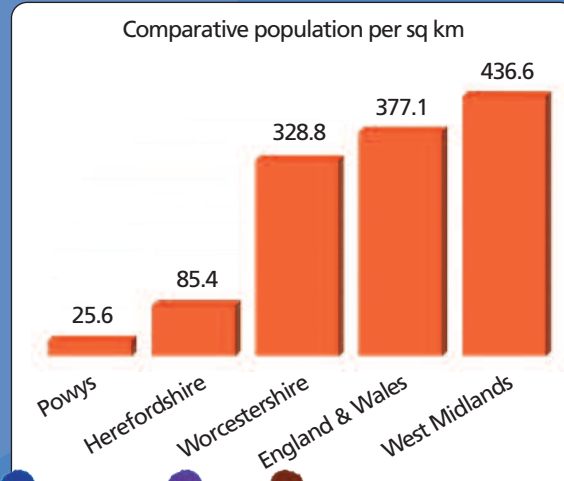
- 1. Enable economic growth** - by building new roads linking new developments to the transport network and by reducing short distance car journeys.
- 2. Provide a good quality transport network for all users** – by being proactive in our asset management and by working closely with the public, Highways England and rail and bus companies.
- 3. Promote healthy lifestyles** – by making sure new developments maximise healthier and less polluting forms of transport by delivering and promoting active travel schemes and by reducing short distance single occupant car journeys on our roads.
- 4. Make journeys easier and safer** – by making bus and rail tickets compatible and easier to buy and use, by providing ‘real time’ information at well-equipped transport hubs, by improving signage to walking and cycling routes and by helping people feel safe during their journeys.
- 5. Ensure access to services for those living in rural areas** – by improving the resilience of our road network and by working closely with all transport operators to deliver a range of transport options particularly for those without a



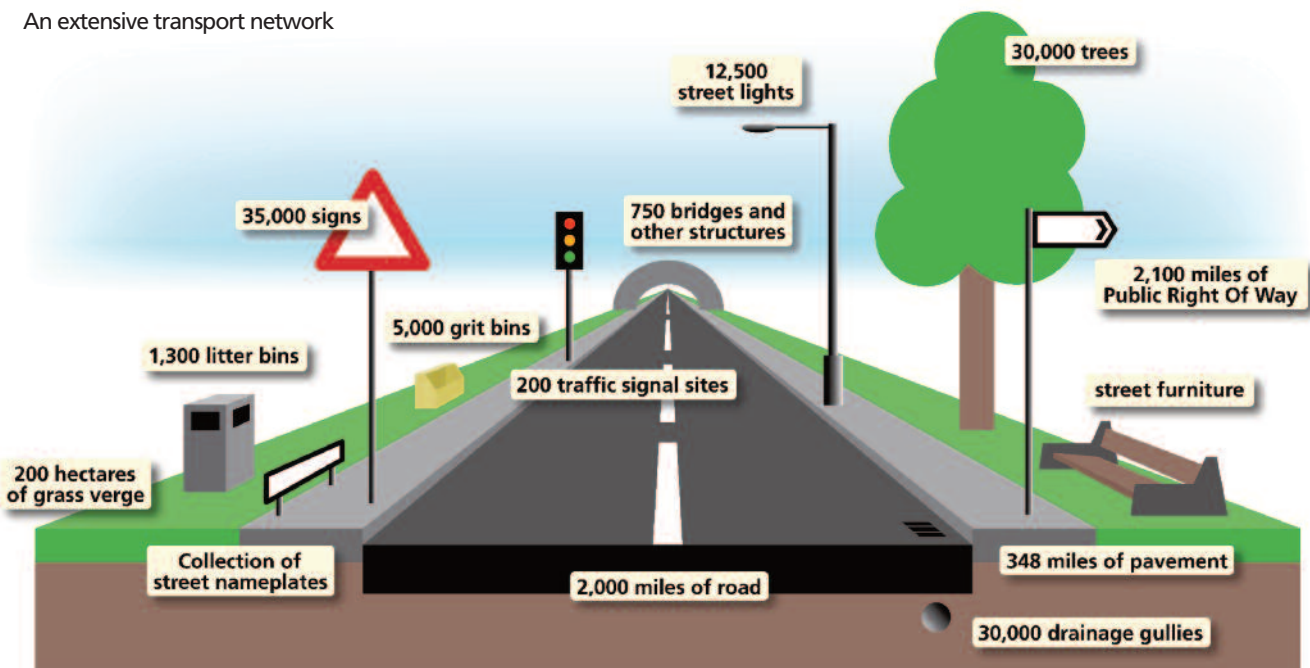
# The local context

## People and place

- Herefordshire is sparsely populated with 82,700 homes and 186,100 (2013) residents scattered across 842 square miles
- 95% of Herefordshire is classified as 'rural' and over half of the population live in these rural areas
- Self-employment is more common and the average wage is lower than other areas
- 23% of the population are 65 or above compared to 19% nationally. By 2031 forecasts suggest that will have grown to 30% versus 23% nationally



An extensive transport network



## Getting about

- Significant congestion and extended and unreliable journey times in Hereford
- The condition of the 'C' road and unclassified network improved by nearly 4% following our £20m investment
- The number of people Killed or Seriously Injured (KSI) on the roads in the county is similar to the national average, 38.9 per 100,000 residents, although total KSIs rose from 61 to 83 over 2013 and 2014
- Bus journeys in the county continue to fall but the rate of decline is slowing
- After a decade of strong growth, usage of rail stations in the county is levelling off
- Around half of all car journeys in Hereford at peak times are less than 2 miles long
- Regional Access - due to the rurality of the Region a large number of journeys are over a large distance and are often to access Hereford and the Market Towns



**Queues likely**



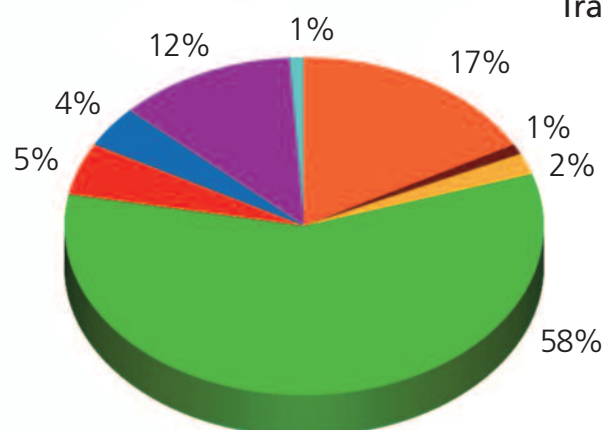
**Blind spot  
Take care**



## Travel to work

- Dependence on car in rural areas with strong levels of walking and cycling in towns
- Bus use is well below national and regional averages because of low availability in rural areas and short journey length in towns
- Significant level of home working – reduces some transport demands, greater reliance on broad band and fits within our support for flexible working
- Since the region is rural in character, a large number of people commute over a large distance to access the economic centre of Hereford. The catchment area includes Mid Wales and the West Midlands.

- Driving a car or van
- Passenger in a car or van
- Bicycle
- On foot
- Work mainly at or from home
- Bus, minibus or coach
- Train
- Other method



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# Challenges and Opportunities

## Strengths

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

## Weaknesses

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

## Opportunities

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

## Threats

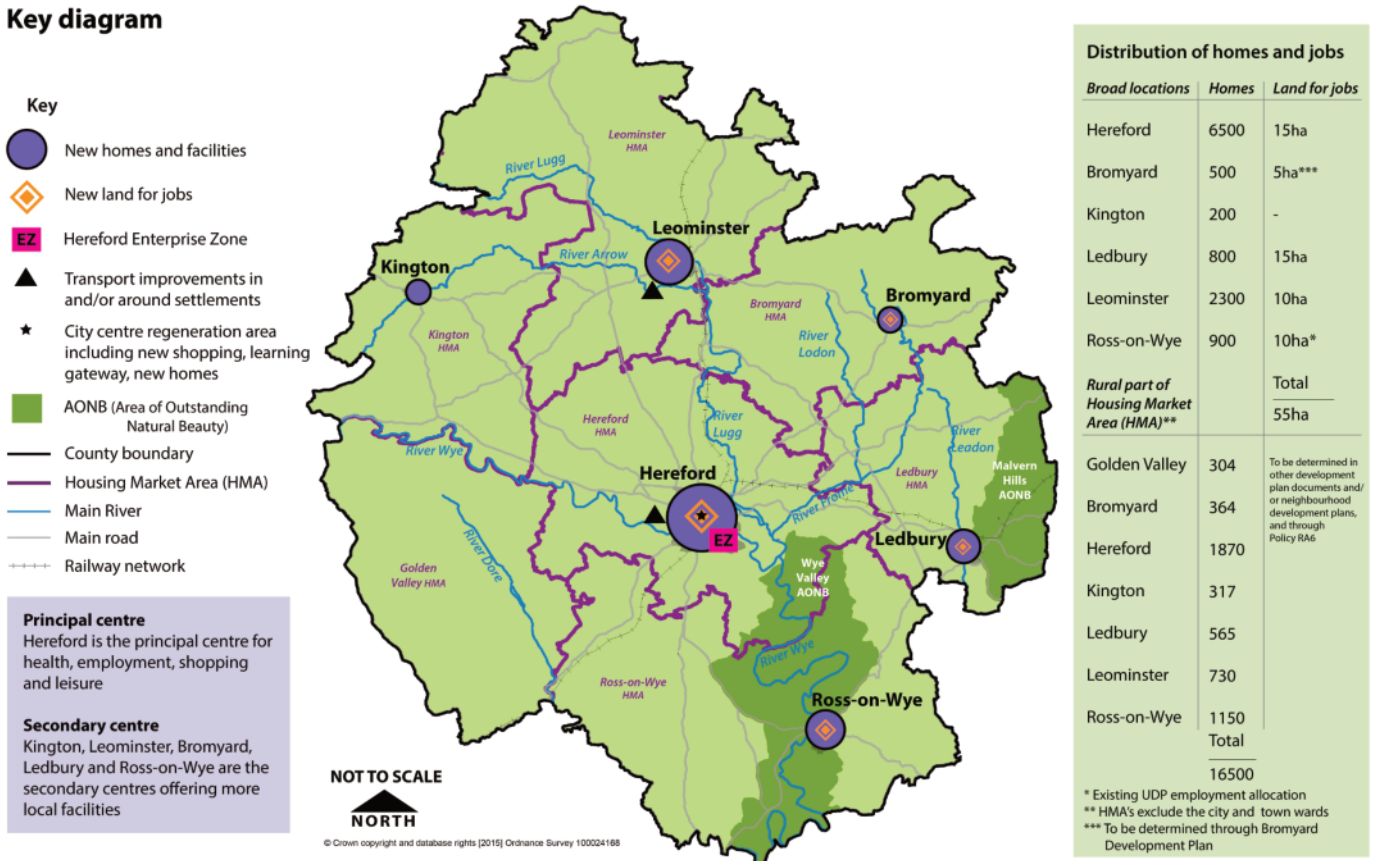
- Planned growth generates additional congestion
- Increasing access needs of less mobile population
- Failure to reduce short car journeys in Hereford increasing congestion, reducing air quality and health
- Ageing traffic management system
- Additional budget restrictions
- Extreme weather events and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



# Herefordshire Core Strategy

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

## Key diagram



| Distribution of homes and jobs                   |              |   |
|--|--------------|---|
| Broad locations                                  | Homes        | Land for jobs   |
| Hereford   | 6500         | 15ha  |
| Bromyard   | 500          | 5ha***  |
| Kington  | 200          | -   |
| Ledbury  | 800          | 15ha  |
| Leominster                                       | 2300         | 10ha  |
| Ross-on-Wye                                      | 900          | 10ha*   |
| <b>Rural part of Housing Market Area (HMA)**</b> |              | <b>Total</b>  |
|  |              | <b>55ha</b>   |
| Golden Valley                                    | 304          | To be determined in other development plan documents and/or neighbourhood development plans, and through Policy RA6 |
| Bromyard   | 364          |   |
| Hereford   | 1870         |   |
| Kington  | 317          |   |
| Ledbury  | 565          |   |
| Leominster                                       | 730          |   |
| Ross-on-Wye                                      | 1150         |   |
| <b>Total</b>                                     | <b>16500</b> |   |

\* Existing UDP employment allocation  
 \*\* HMA's exclude the city and town wards  
 \*\*\* To be determined through Bromyard Development Plan

# Our approach – working with partners

## Marches Local Enterprise Partnership Strategic Economic Plan:

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



## Highways England

- Supporting local and regional transport needs through development of the Marches Strategic Corridor Study, the Highways England Strategic Economic Growth Plan and contributions to the Midlands Connect project.
- Delivery of three pinch point schemes in Hereford at Edgar Street, Asda and Starting Gate roundabouts
- Joint analysis and delivery of road safety measures on the A49 south of Hereford which have reduced casualties
- Undertaking a joint assessment of strategic housing and employment sites coming forward in the Core Strategy

## In the West Midlands region:

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



## Local Partners

### Business:

- Working closely with the Hereford Enterprise Zone.
- Support rural diversity through careful highway development management.
- Support freight strategy development

### With local bus operators:

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

### Third sector:

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

### Schools and Colleges:

- Through developing our Sustainable Modes of Travel to Schools Strategy we are supporting schools to tackle their transport problems, joined up with lifestyle issues/childhood obesity
- Reducing costs of statutory transport to protected services for school children most in need
- Support the development of the NMITE University

### Health:

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



# Our strategy for Hereford

Hereford is an important sub-regional centre within the regional economy. It is the principal retailing centre within the County and forms a catchment for a greater area. The Core Strategy has adopted a settlement policy which seeks to support growth whilst limiting transport demands. It has identified Hereford as the main settlement for growth, recognising the market demand for new homes and the sustainability of current and future services located within Hereford including schools, health and leisure facilities and a new university. The transport network converges on Hereford and it includes access to local and long distance rail services making it the most accessible location to all County residents. Consequently Hereford will take 6,500 new homes, 40% of the county total, and 15 hectares of employment and, in addition to the continuing development of the HEZ, supporting 4000 job opportunities. We need to make significant improvements to the transport network if the city is to successfully fulfil this strategic role.

Our strategy for Hereford builds on the following significant opportunities and seeks to address the following **challenges**:

- Regular congestion and lack of resilience as a result of single river crossing – inefficient network prone to instability as it is close to capacity during peak periods and often throughout the day. Not good for business, emergency services and local residents. Poor journey times and journey time reliability, severance resulting from queuing traffic and poor air quality. Lack of space for active modes and poor environment, poor access and punctuality for bus network.

- The system which controls traffic signals is aging and also prone to instability which further impacts on the effective management of traffic passing through the network.
- Strategic long distance traffic routed through the city centre. This creates tension between satisfying strategic network needs and local access and growth. We therefore need to coordinate two highway authorities – Herefordshire Council and Highways England - in the management of the city transport network.
- Good rail service provision within the city at the rail station but poor access to the station and opportunity for integration with bus and cycle network and poor environment for pedestrians.
- HEZ will provide a major catalyst of additional economic activity to the City and wider economy but traffic capacity problems limit growth and also impact on local residential areas.
- High levels of cycling already recorded within the city but ongoing problems providing continuous and attractive cycling routes.



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## Opportunities:

- Cycling levels are already well above the national average and there is a strong base from which to promote significant increases in cycling over the LTP period.
- The majority of transport demand, including vehicle traffic, is for short trips which start and finish within the urban area. This pattern will continue as the city grows. It provides a strong opportunity to increase the proportion of trips on foot, by bike and on the urban bus network.
- The city centre provides a strong focus for many trips including employment, shopping, health and leisure and this role is further strengthened in the Core Strategy. This provides stability for planning and supporting access improvements for all modes.
- The management of the supply and cost of parking has a strong influence on car trips in Hereford and provides us with an important tool to further encourage active modes.
- Coordinating the LTP with the development of the Core Strategy has enabled us to identify key transport infrastructure required to support growth and detailed assessment of development proposals will bring forward transport schemes which will extend the active travel network and improve capacity in the city.
- Partnership working. We have an excellent track record in working with key partners, including Highways England, which has seen the recent construction of three pinch point schemes and a collaborative approach to assessing targeted needs. This will assist us with managing demands and bringing forward improvements.
- Emerging proposals for University - ambitions for accommodation to be located centrally, and an opportunity to help create demand for sustainable modes
- Hereford is the location of one of the very few designated Enterprise Zones in the country, providing a clear local and national commitment to support job creation and overcome barriers including access.



In view of the challenges and opportunities and integrated with land use planning we are taking forward a balanced strategy which will support our growth proposals and the development of the HEZ and NMITE university, whilst seeking to maximise healthier and less polluting forms of travel. The strategy comprises:

- Additional highway capacity to meet the increased demands resulting from growth
- Improved access to and within the central area
- Improvements to encourage more active travel within the urban area through increased supply of pedestrian, cycling and bus networks, supporting safer routes to school and improved health and access to and integration with rail
- Demand management targeted at short distance car trips within the urban area by rationalising parking supply and increasing the costs relative to alternative modes of travel
- Effective negotiation with private developers to ensure suitable on and off site measures to limit the traffic demands from new developments and encourage active modes
- Effective partnerships to deliver our strategy in collaboration with key partners such as Highways England, Network Rail, Marches LEP and other strategic partners.



Key improvements comprise:

- Increased highway capacity to accommodate increased demands of new development and providing access to strategic sites
- Improved efficiency of the existing network management tool - SCOOT - to provide capacity within the urban area
- Demand management to tackle short car trips including parking costs, location and impacts in residential areas
- Improved bus access into the central area and integration with rail
- Extended cycle network to increase the already high proportions of cycling and to link with our Park and Choose sites
- Measures focused on increasing access to the Enterprise Zone and in support of its travel plan
- Measures supporting NMITE University to encourage active travel behaviour

## Hereford Transport Strategy 2016-2031

| Package  | Schemes, projects and policies   |  |  |
|--|--|--|--|
|  | 2016-2021  |  | 2022-2031  |
| <b>Hereford High Town Package</b>                            | High Town refurbishment<br>On street parking charges<br>St Owen Street contra flow cycling scheme  |  | Monitoring and evaluation  |
| <b>Hereford City Centre Transport Package</b>                | City Centre link road and cycle scheme<br><br>Design of demand management measures as set out in parking policy  | Rail station transport hub<br><br>Commercial Road walking and cycling schemes and public realm<br><br>Newmarket Street, Blueschool Street bus stops and public realm<br><br>Active mode measures to support Blackfriars urban village and NMITE University | Monitoring and evaluation  |
| <b>South Wye Transport Package including Enterprise Zone</b> | Southern link<br><br>Highways England cycle schemes on A49   | Scheme opening<br><br>SWTP active mode measures including Belmont Road public realm, Holme Lacy Road rail bridge and Holme Lacy Road/A49 junction cycle schemes<br><br>Access improvements within the Hereford Enterprise Zone                             | Wye Crossing open<br><br>Monitoring and evaluation   |
| <b>Hereford Transport Package</b>                            | Sustainable Modes of Travel to School Strategy<br><br>Workplace, school and residential travel plans<br><br>Route options study for HRR<br><br>Business case including strategy development, modelling and appraisal<br><br>Planning application for HRR | Construction of HRR Wye Crossing   | Construction and opening of remaining sections of HRR<br><br>Delivery of active mode and public realm improvements for north Hereford<br><br>Demand management measures in city core<br><br>Active mode measures to support Edgar Street Grid development<br><br>Active mode and public realm measures to support City centre masterplan |

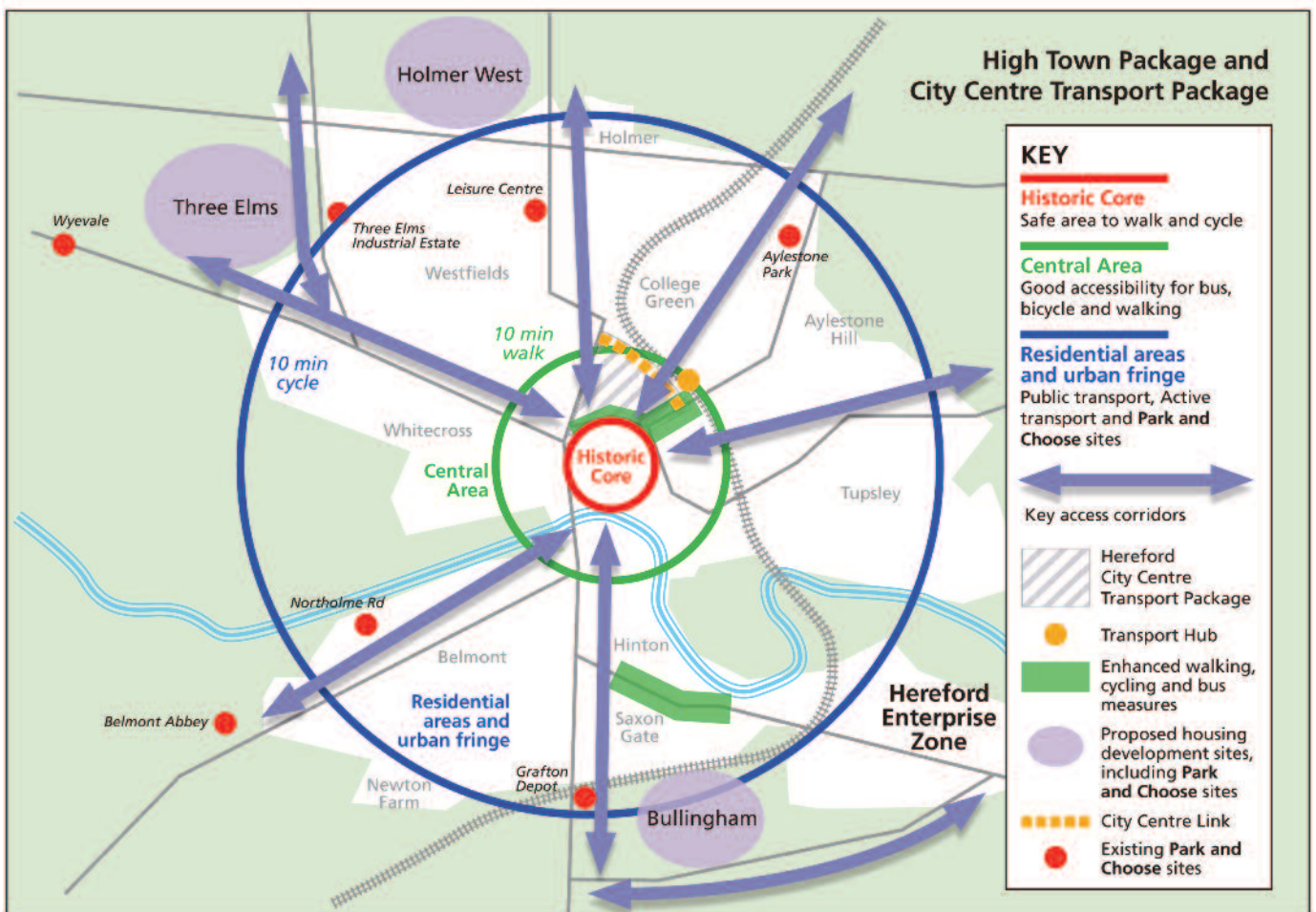
Communication and promotions delivered through:



**Choose how you move**

# High Town Package and City Centre Transport Package

The whole urban area (enclosed in the 10 minute cycle zone) carries 30-40,000 vehicle trips each morning and afternoon – half of these are entirely within the 10 minute cycle zone. Many of the vehicle trips into the centre (along the key access corridors) involve further circulation around the inner ring road as traffic seeks to access specific destinations including office parking, schools and public car parks. In addition, some of this is through traffic which currently has no realistic alternative other than to travel through the centre of Hereford.





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# High Town Package

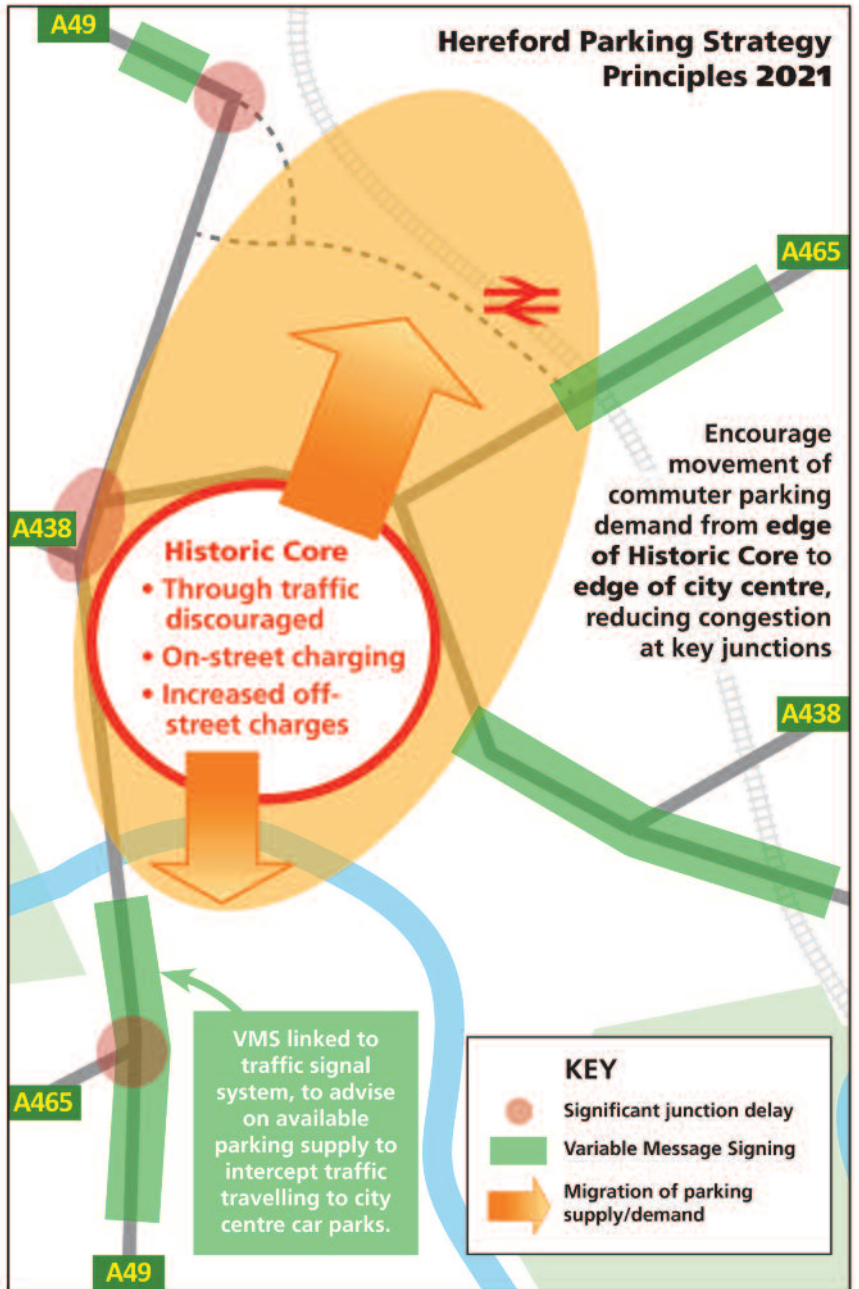
Hereford central area and the historic core (within the ring road) is a special environment where pedestrians must have top priority. We want to encourage more access into this area, the County's primary shopping location, to support retailers and promote economic growth. To do this our plans seek to manage access by car and the impacts of traffic.

## High Town Package Schemes

- Deliver a public realm improvement scheme focusing on the shopping area and gateways into the historic core so that drivers appreciate the priority for pedestrians and cyclists and our retail offer is enhanced.
- Develop comprehensive cycle access and provision in one way streets – tying into a wider network of cycle routes throughout the city and supporting cycling
- Remove redundant/duplicate signage and introduce coherent and uniform tourism/visitor signing
- Reducing parking, particularly for commuters, through redevelopment and
- Introduce on-street parking charges and other forms of management to reduce circulating traffic in the centre



View of High Town looking towards the Old House



# City Centre Transport Package

The Hereford City Centre Transport Package includes a new link road which enables a major mixed-use development delivering retail, leisure, tourism, employment and housing projects. The package will address the decline in Hereford's traditional role as a regional economic hub. The aim of the package is to provide:

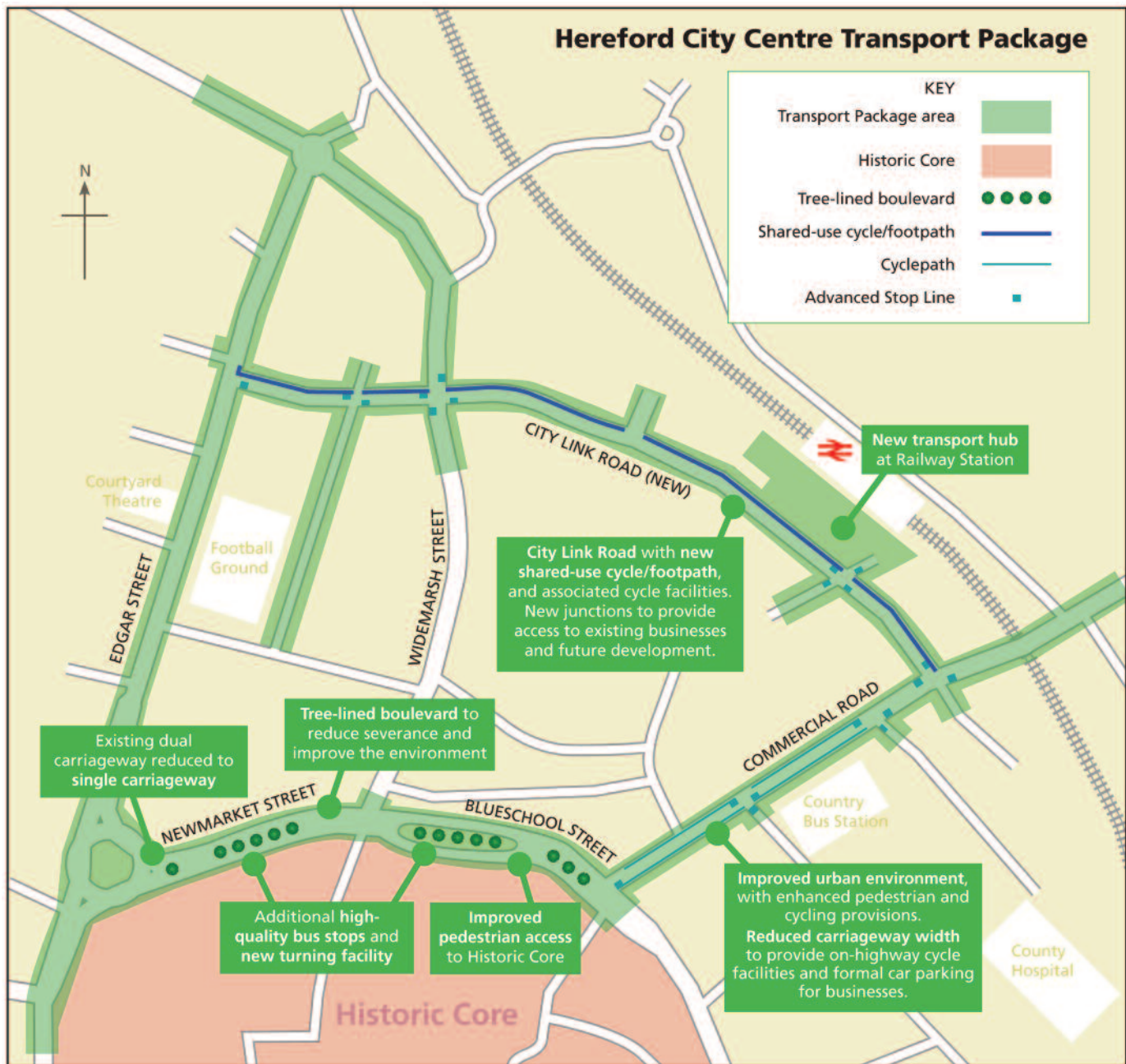
- access to development in the regeneration area to the North of the city centre
- regeneration of Commercial Road, Newmarket Street and Blueschool Street by reducing traffic flows and making those streets more friendly for pedestrians, cyclists and public transport
- reduced severance between the historic city core and the Edgar Street Grid development and rail station
- improved access to and integration at the rail station
- transport conditions to support NMITE university

The Hereford BID (Hereford Business Improvement District) is a project set up by and for the business in Hereford City to improve trading and footfall in the City now and in the future. It is for all businesses within a defined central area to participate in and benefit from, and enables independent action for tangible improvement projects selected by those traders.

## City Centre Transport Package Schemes:

- Construct the city centre link road providing access to the urban village development and supporting city centre affordable housing and opportunities to improve access to the rail station and integration with bus services
- Improve walking and cycle access and overcoming barriers at Edgar Street and St Owen Street
- Upgrade the traffic light control system to make the system more responsive and resilient.
- Relocation of parking with the disposal of Merton Meadow car park – this is dependent on the urban village housing development progressing
- Work with schools and businesses to refresh travel plans, encourage walking and cycling and reduce peak hour single occupancy car use.
- Deliver a programme of promotional activities to highlight the benefits of active travel leading up to and alongside the delivery of the City Centre Link Road







# South Wye Transport Package

The South Wye Transport Package focusses on the area of the city south of the River Wye. This is an area where there are a number of acute transport problems. These include a lack of capacity on the A49 which is a barrier to more jobs at the Enterprise Zone and delivery of the Lower Bullingham housing development. Other problems include long delays on the A465 Belmont Road resulting from local and longer distance traffic joining the A49 at the Asda junction to cross the river, which leads to unreliable and protracted bus journeys.

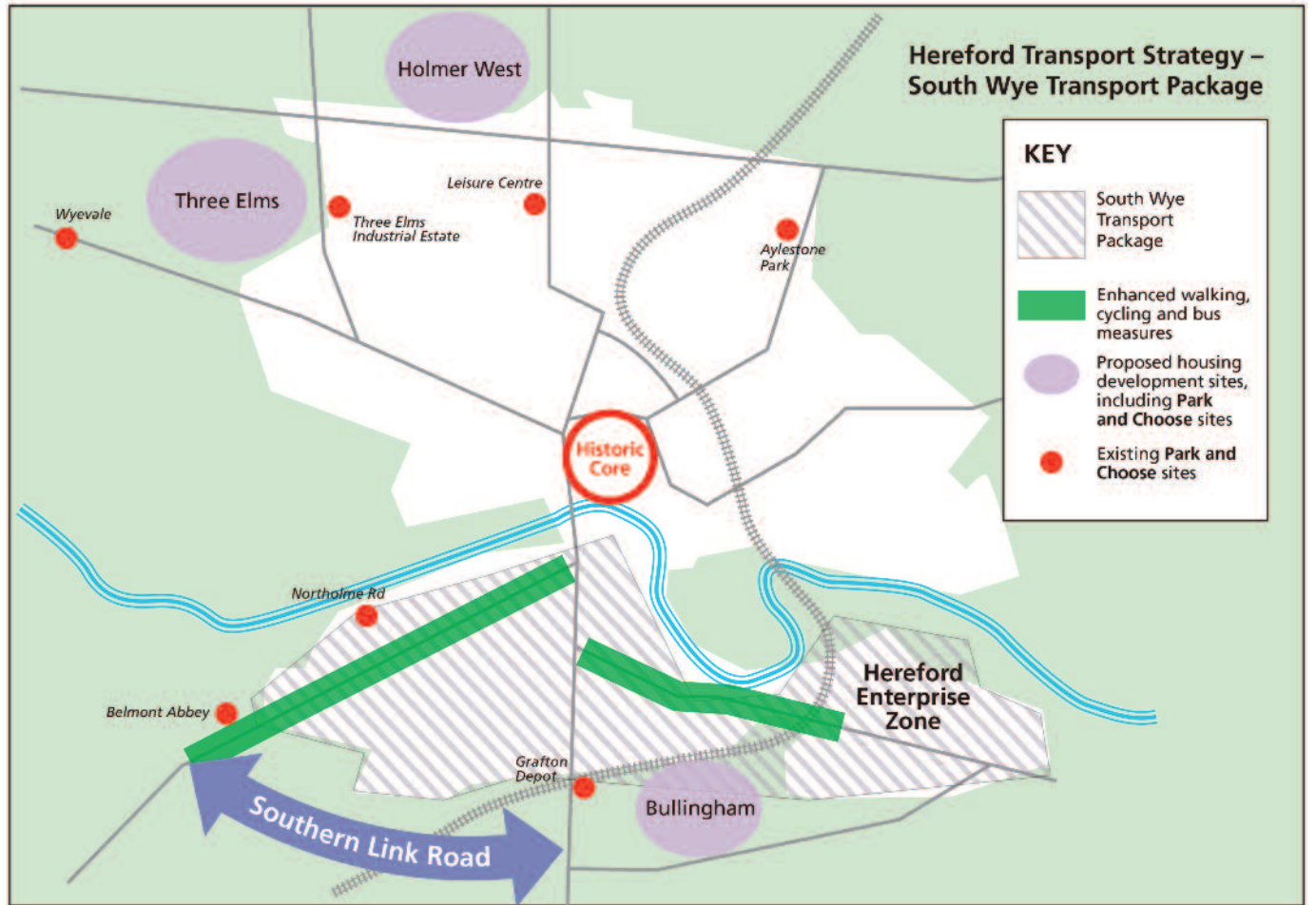
The A465 and A49 act as strong deterrents to walking and cycling which encourages short distance vehicle use, particularly for journeys to the city centre. This contributes to the high levels of obesity and cardio-vascular disease in the area. Our plan to address these problems is to provide an alternative route for longer distance traffic using the A465 Belmont Road – the Southern Link. This will mean we can reduce the impact of traffic on the A465 Belmont Road and create a better environment in the A465 Belmont road corridor, perhaps with more trees and improved public open space.

We plan to provide a wide range of active travel schemes across the South Wye area to give people safer, cheaper and healthier travel options. We will also be working closely with schools, businesses and housing developers to encourage more walking and cycling to reduce short distance car journeys.

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

## Hereford Enterprise Zone Schemes for 2016/2021

- Work with the Hereford Enterprise Zone and companies based on Rotherwas to deliver the Rotherwas Area Travel Plan
- Deliver a programme of schemes designed to reduce peak hour single occupancy car use
- Work with Highways England to identify additional traffic capacity to release Hereford Enterprise Zone land for more jobs
- Identify schemes which can be delivered in coordination with the South Wye Transport Package



Artists impression of Southern Link east of Haywood Lane

## South Wye Transport Package Schemes

- Southern Link between the A465 and A49 to provide alternative route to A465 Belmont road
- Active travel schemes and improved public realm scheme reducing severance and environmental impact of traffic on Belmont Road
- Schemes in South Wye residential areas to encourage walking and cycling.
- Cycle scheme between the Grafton Park and Choose site (at the Grafton depot) and Bullingham Lane and running parallel to the A49.
- Active travel schemes associated with the Lower Bullingham housing development and the Hereford Enterprise Zone.
- School, workplace and residential travel plans and Choose How You Move campaigns to raise awareness of travel options and encourage trial.
- Improvements to and expansion of our Park and Choose sites.
- Review and recast the bus network in South Wye, building on opportunities for greater demand resulting from employment at Hereford Enterprise Zone and residents at Lower Bullingham.



Regular traffic queues on Belmont Road is a significant detriment to walking, cycling and bus use.

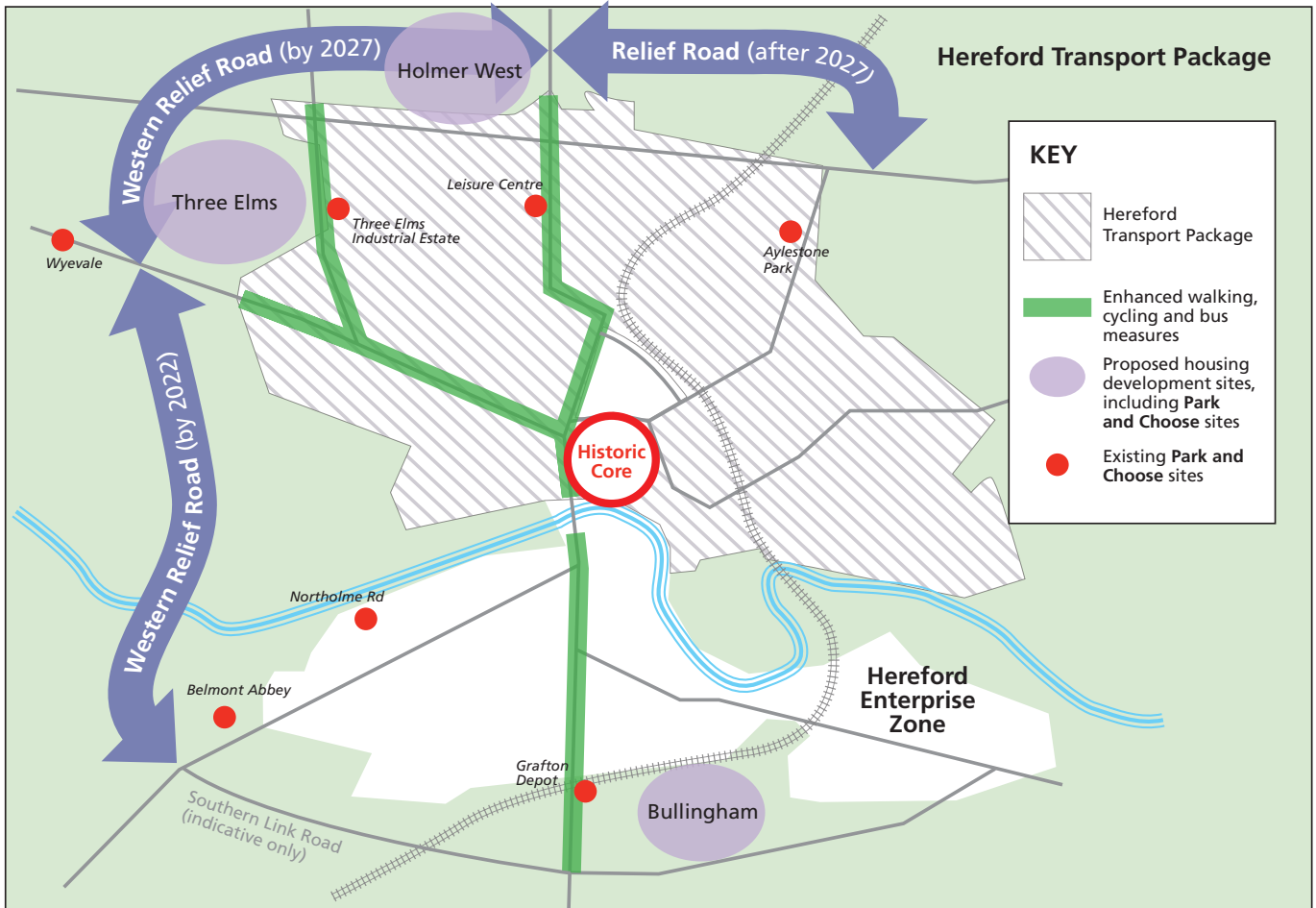


A public realm upgrade would provide benefits for walking, cycling, local residents and reduce the high volumes of traffic.

# Hereford Transport Package

The Hereford Transport Package focusses on the delivery of a Hereford Relief Road and the benefits the scheme will bring to the city, particularly increased traffic capacity to allow the city to grow with more homes and jobs. With the relief road in place there will be greater opportunity to improve the A49 through the city and change its use away from freight and other long distance traffic to more local transport needs. This will be a 'step change' for our city transport system when we can deliver schemes and projects to help residents walk and cycle for those short distance journeys.

Hereford's wider regional role will be enhanced so the changes we make will need to ensure we can accommodate traffic travelling into the city from our rural areas. Whilst our plans for Hereford with the relief road in place are at an early stage, the schemes and projects for Hereford will need to address the problems we know we will face such as the potential for more traffic associated with the houses and jobs we have planned. This traffic could have a serious impact on congestion, health and the environment.

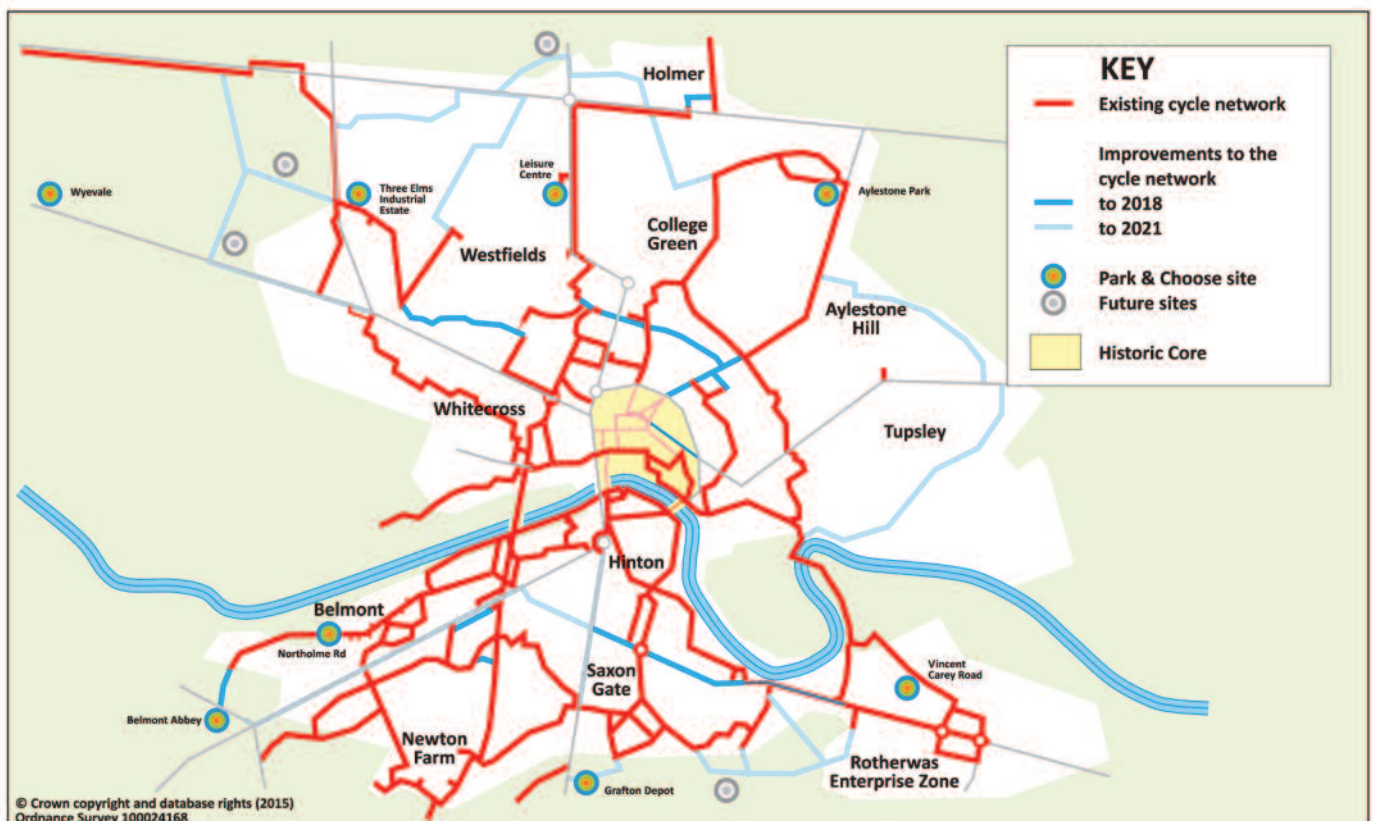
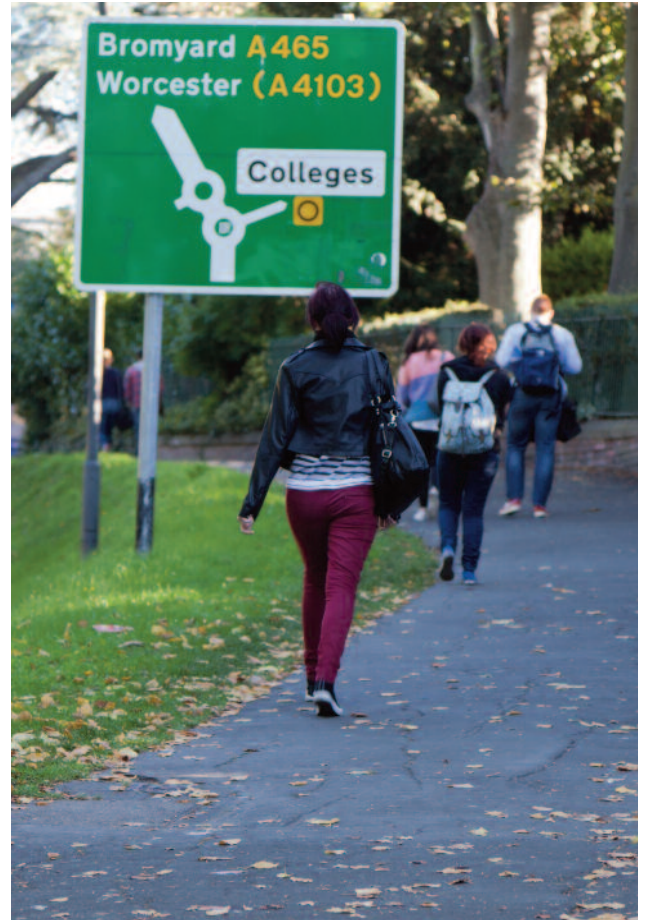


Relief road is depicted in diagrammatic form – see Core Strategy for protected corridor



## Hereford Transport Package Schemes

- Hereford Relief Road
- Working in partnership with strategic housing site developers to connect their sites into the road network and to put in place measures to encourage walking, cycling and the use of public transport
- Working in partnership with hospitals and other employers to refresh their travel plans and reduce the numbers of short distance car journeys
- Working in partnership with schools to implement a Sustainable Modes of Travel to School Strategy to encourage more walking, cycling and bus journeys to school and reduce the numbers of short distance car journeys
- Develop the detail of the package and review a wide range of options in line with the major scheme business case process.



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# Our strategy for the Market Towns and rural areas

Rural Herefordshire is characterised by high quality landscapes and townscapes, an agricultural economy, a very low population density and an extensive road network. For most people the car is and will remain the main mode of transport. However, with an increasing elderly population, families on low incomes and young people without their own transport, many people are reliant on public transport and other transport services to access education, work, shopping and health care. We are particularly aware that transport services are vital in helping elderly people and people with disabilities to remain independent and that this is very important for their wellbeing and is likely to reduce the overall costs of healthcare which can result in social isolation.

## Challenges:

- Extensive network to keep open and safe, and seasonal pressures around agricultural activities
- Rural roads present safety problems – increasing trend in KSIs
- Maintaining basic levels of access with increasing revenue pressures and demands
- Ensuring new development does not have negative impact on local transport networks and that we can help residents live healthier lives

## Opportunities:

- Good rail access at Leominster and Ledbury – connectivity to Hereford and other regional centres, long distance connections
- Recent investment of £20M in the network largely in rural areas has provided a sound base for asset management
- Balanced growth proposals will help sustain communities providing potential demand to help sustain core bus network, limited impact in terms of highway capacity
- Specific proposal for Leominster requiring southern link – reroute a proportion of through and commercial traffic to reduce congestion and AQMA problems
- Contributions from new development to help support local transport improvements and buses/community transport
- High levels of volunteering could be harnessed for transport and local maintenance approaches
- Total Transport Fund programme funded by DfT will review further opportunities for integration and coordination to increase access opportunities





**Key strategy elements:**

- A targeted asset management approach delivering value for money and resilience to ensure access for all our rural communities
- Focussing key aspects of service delivery through local areas by supporting volunteers to develop their own solutions to issues ranging from road maintenance, traffic impacts and Neighbourhood Plans.
- Targeted road safety programme to address the recent increase in KSIs and coordinate road safety with other promotional activity including active travel and health
- Negotiation with private developers to ensure on and off site measures to limit the traffic demands from new developments and encourage active modes, road safety and access for people without private car
- Continuing with our approach to support a core bus network by concluding and delivering the recommendation of the TTF review and facilitating the use of electronic timetable information.
- Developing rail access improvements with station reviews (Leominster and Ledbury) to consider parking, integration with bus services, cycle access and disabled access.
- Maintaining the PROW network to help the tourist industry and local residents.
- Market town centre transport studies for Ledbury and Leominster to review requirements set out in the Core Strategy and Neighbourhood plans
- Working in partnership with schools to develop and implement a Sustainable Modes of Travel to School Strategy to encourage more walking, cycling and bus journeys to school and reduce the numbers of short distance car journeys.

- Facilitate and encourage transport projects that help deliver diversity in the rural economy.

**Key improvements comprise:**

- Investment in asset management of around £100M+ over the LTP period
- Targeted road safety highway improvements of around £250K per year
- Working with local communities to design and deliver local improvements such as Village Gateways
- Targeted road safety education programme in partnership with Safer Roads Partnership
- Infrastructure to support growth as set out in the Core Strategy such as the Leominster Southern Link Road.
- Market towns transport and public realm improvements.
- Targeted improvements to support rural businesses and diversity.



## Herefordshire and Market Towns Rural Transport Strategy

| Policy Area         | Activity  |
|---------------------|---|
| Passenger transport | <ul style="list-style-type: none"> <li>• Rural transport hubs linked to core network including park and share</li> <li>• Core network of bus services</li> <li>• Total transport project - health, education, community, subsidised and commercial bus services</li> <li>• SMART ticketing and electronic timetable information</li> <li>• Improved access and parking at Leominster and Ledbury stations</li> <li>• Lobbying for rail service capacity and infrastructure improvements</li> <li>• Engaging proactively with rail industry in the re-franchising process to secure rail service improvements</li> </ul> |
| Development         | <ul style="list-style-type: none"> <li>• Leominster - Bargates, southern link road</li> <li>• Working with developers to deliver new roads and active travel measures to support development in the market towns</li> <li>• Facilitate and encourage rural diversification</li> </ul>   |
| Road safety         | <ul style="list-style-type: none"> <li>• Village Gateway schemes</li> <li>• Accident investigation and prevention</li> <li>• Minor safety improvements</li> <li>• School crossing patrols</li> <li>• Road safety training and promotion</li> </ul>  |
| Maintenance         | <ul style="list-style-type: none"> <li>• Strategic network management</li> <li>• Bridges, culverts and retaining walls</li> <li>• Surfacing, kerbing and potholes</li> <li>• Drainage and flooding</li> <li>• Winter services</li> <li>• Parks, trees, landscaping and verges</li> <li>• Signals, signs and lines</li> <li>• Public rights of way</li> <li>• Emergency response and support</li> <li>• Street cleaning and lighting</li> </ul>  |

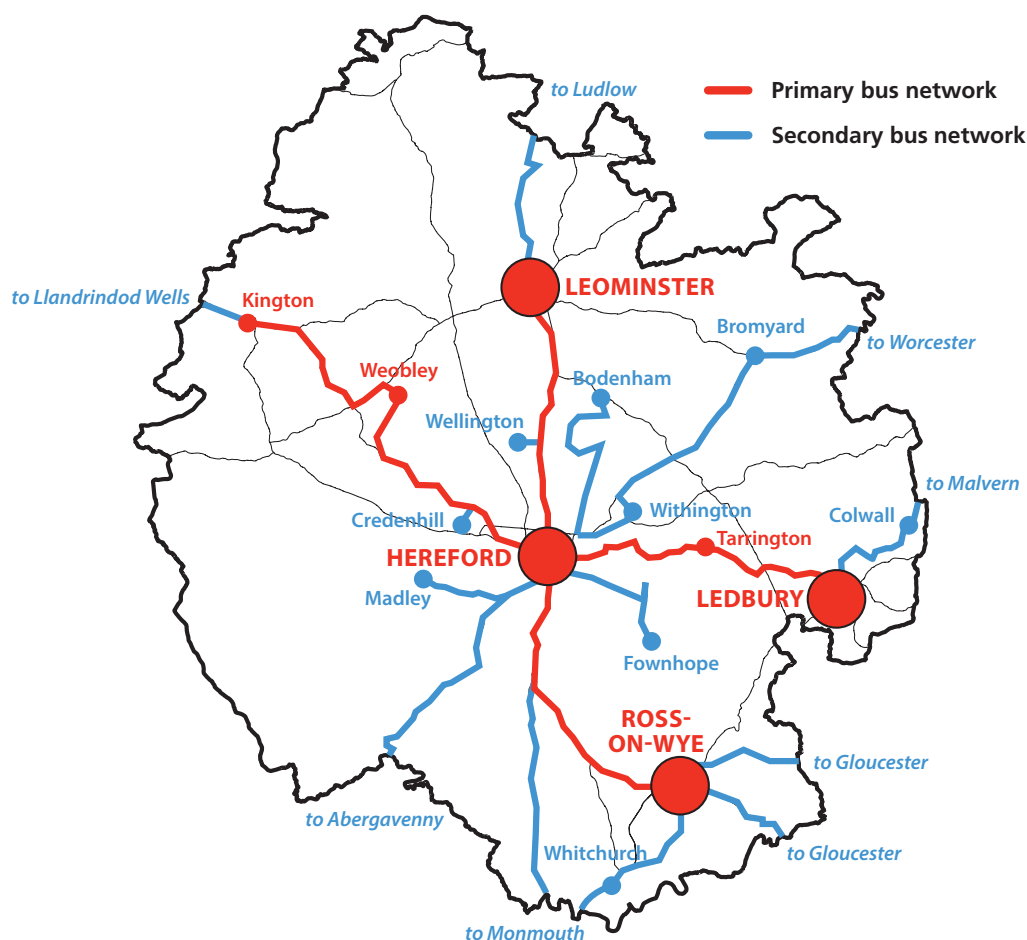


# Passenger transport

In a rural county like Herefordshire with a small population there are not enough people to enable bus operators to operate all services commercially. Of the 3.1 million bus journeys made each year in Herefordshire, around 39% are supported by a financial subsidy from the council. We have recently completed a process to identify savings by working with bus operators on solutions and consulting with the public. The result is a 'core network' of bus services that operate between the market towns and larger villages and Hereford on a regular pattern during the day from Monday to Saturday.

Our aim, in the context of reducing public sector funding, is to protect this network and to support local solutions such as community transport to feed into the networks so that access can be maintained. We are currently able to support a more extensive network through conventional, rural bus services but our ability to maintain this network will be subject to funding.

## Priority network of core bus services



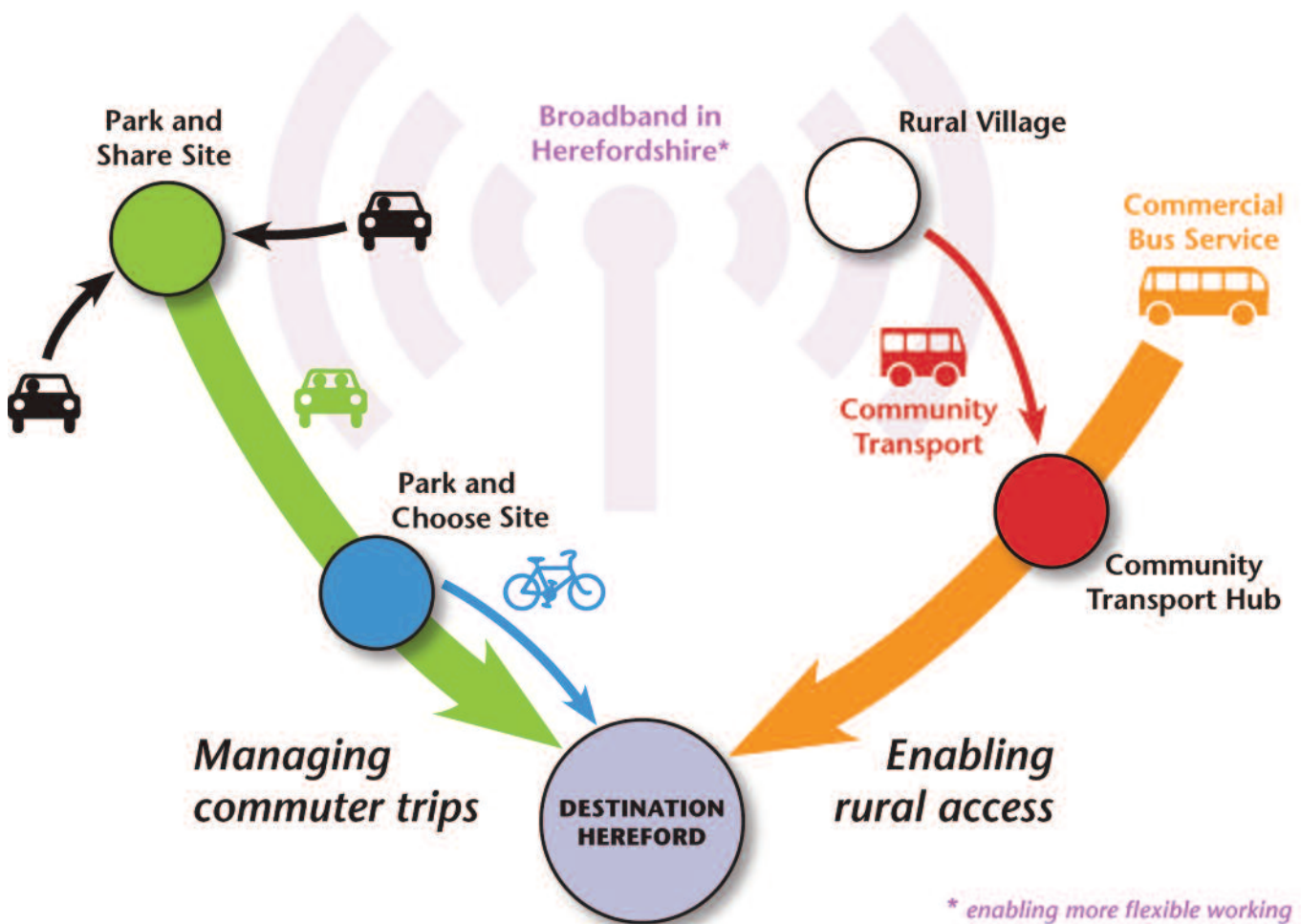
## Passenger transport priorities

- Maintain a 'Core Network' of bus services
- Develop community transport to assist feeder service routes
- Work with Network Rail, West Midlands Rail, Department for Transport, Welsh Government and train operating companies to improve the frequency of services on the Welsh Borders route, Hereford to Birmingham and Great Western Railway lines
- Support and lobby Network Rail, Department for Transport & West Midlands Rail to install a double track between Shelwick Junction and Great Malvern
- Introduce rural transport hubs at key stops with cycle parking, high quality shelters and 'real time' information.
- Better coordinate health, education, community, subsidised and commercial bus services. We are establishing how this could be achieved through our Total Transport project.
  - Contract integration and efficiencies to reduce costs and protect services
  - greater service integration and coordination to improve information for users.
  - multi operator ticketing and facilitate the provision of electronic timetable information to simplify journey planning
  - integrating rural services with rail services and improving access for bus users in Hereford
- Deliver 'SMART' ticketing and facilitate the provision of electronic timetable information across the network to make it easier to use bus services
- Work with Network Rail and train operating companies to deliver more parking at Leominster and Ledbury stations
- Fully engage with DfT and Welsh Government in re-franchising opportunities to secure further service improvements.



We are delivering a network of locations where car drivers or connecting transport services (such as community transport) can meet other drivers to car share or transfer to other modes. They fall into two types:

- Rural transport hubs which provide free parking and where possible are located in rural settlements or businesses to help sustain the rural economy. This initiative delivers a number of benefits - reduce costs of parking at the eventual destination, reduce petrol costs on the shared part of the journey and provide access to the bus/rail network for those who are not within walking distance of a bus stop/rail station. Senior citizens and disabled people would then be able to complete their journey for free using their bus pass.
- Park and Choose sites which also provide free parking and are located on the periphery of Hereford and market towns. This arrangement allows rural commuters to incorporate cycling/walking into their trip to make a healthy travel choice, save time by avoiding congestion and reduce travel costs by avoiding parking charges.



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# Development

Herefordshire market towns face different transport issues ranging from parking, intrusive traffic, access to bus network and less opportunities for sustainable modes. The core strategy has set out proposals for new housing and employment land in the market towns with the biggest proportion in Leominster and Ledbury, followed closely by Ross-on-Wye, Bromyard and Kington. We will undertake a detailed studies in each of the market towns and provide an opportunity for local stakeholders to identify priorities in relation to the development proposals and the complimentary transport measures which might be required for delivery. Studies will commence in Leominster and Ledbury first and these are likely to include the opportunities to improve access to and by rail, public realm improvements in the town centres, parking issues and local bus services.





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# Road Safety and Maintenance

Herefordshire has an exceptional track record in reducing the most serious road traffic casualties over the past decade. This has been achieved through a combination of targeted safety improvements based on intelligent analysis of accident locations, education and training, and integration of safety improvement measures within standard maintenance works. However, our accident statistics show that the downward trend has stopped and accidents may be on the increase.

We consider this trend to be for 2013-2015 and indicates a significant transport issue. We will review the evidence, best practice and work with our partners to clarify what further measures we may need to take to continually improve road safety. Key elements of this review will include:

- Benchmarking- we need to understand local trends vs national trends
- Use of asset management
- Coordinated approach to education, training and prevention and how we communicate messages and information.
- Resource implication



A recent road safety scheme on Holme Lacy Road.

# Asset Management

The aim is to support the growth of the county by keeping the travelling public safe, making the best use of its transport assets and where possible facilitate more efficient usage together with improvements in the quality of our public places.

Public places should be safe and enjoyable for all to use responsibly. Public places should also remain safe through all seasons of the year. The infrastructure that is vital to a functioning county should be resilient to the impacts of weather and climate.

The transport assets should provide a network that facilitates the efficient and safe movement of people and goods whilst protecting the quality of life within communities.

Through this approach the council will encourage and enable delivery within localities. This is part of a delivery model that is affordable now and proves to be value for money now and in the future. The council will encourage and support the growth of competitive local business and enterprise through works to enhance and maintain public places and by the way that work is delivered. Our Highway Asset Management Strategy has the following key components:

**1 Major Investment** over two years (2014/15 and 2015/16) – an extra £20 million of works targeted to fix roads that are in the greatest need of repair and have the greatest value to our local communities.

**2 Sustained Investment** over the whole life of the highway asset – an ongoing programme of works that is targeted at treating roads as they are showing signs of deterioration, fixing roads before they need larger, more costly repairs.

**3 Reduce the need for reactive ‘temporary’ pothole repairs** as a response to safety defects. We will aim to deliver a high proportion of our routine pothole repairs using permanent fixes that not only make the road safe, but improve the condition of the road and extends its useful life.

**4 Shift our routine resources further towards preventative activities**, such as the clearance of drainage. Well-drained roads decline at a slower rate and are more resilient to damage from severe weather.



**5 Provide the support that enables routine maintenance work to be delivered locally** so that defects on the road can be responded to locally when they are recognised as an issue by local people. This means that more defects can be fixed before they become a hazard to road users. Though our approach to locality working we will ensure that this local delivery complements our countywide programme of works.

Through this five point Highway Asset Management Strategy we will reduce the cost of potholes to the council and the community by over £1.6 billion. We will reduce the whole life cost of maintenance by over £72 million and the strategy will prevent over 386,000 potholes over the 34 year lifecycle of our roads.

Our approach to asset management is critical in a large rural county. We appreciate that Herefordshire's economy depends on a range of businesses with some significant success stories covering agriculture, manufacturing, automotive, retail, leisure and bio-science sectors. These businesses are distributed across the county with a number in relatively remote locations. We will ensure that we engage with the business sector to understand its needs in terms of freight movement and access for staff. We will also manage the network in a way that acknowledges the impacts and needs of large agricultural vehicles.

The winter of 2013/14 saw much disruption to the nation's transport network as a result of prolonged periods of extreme weather. As a result many thousands road users were effected. In response the Secretary of State commissioned a review of the resilience of the nation's transport network resulting in the 2014 Transport Resilience Review. This report recommended that Local Highway Authorities identify a 'resilient network' to which they will give

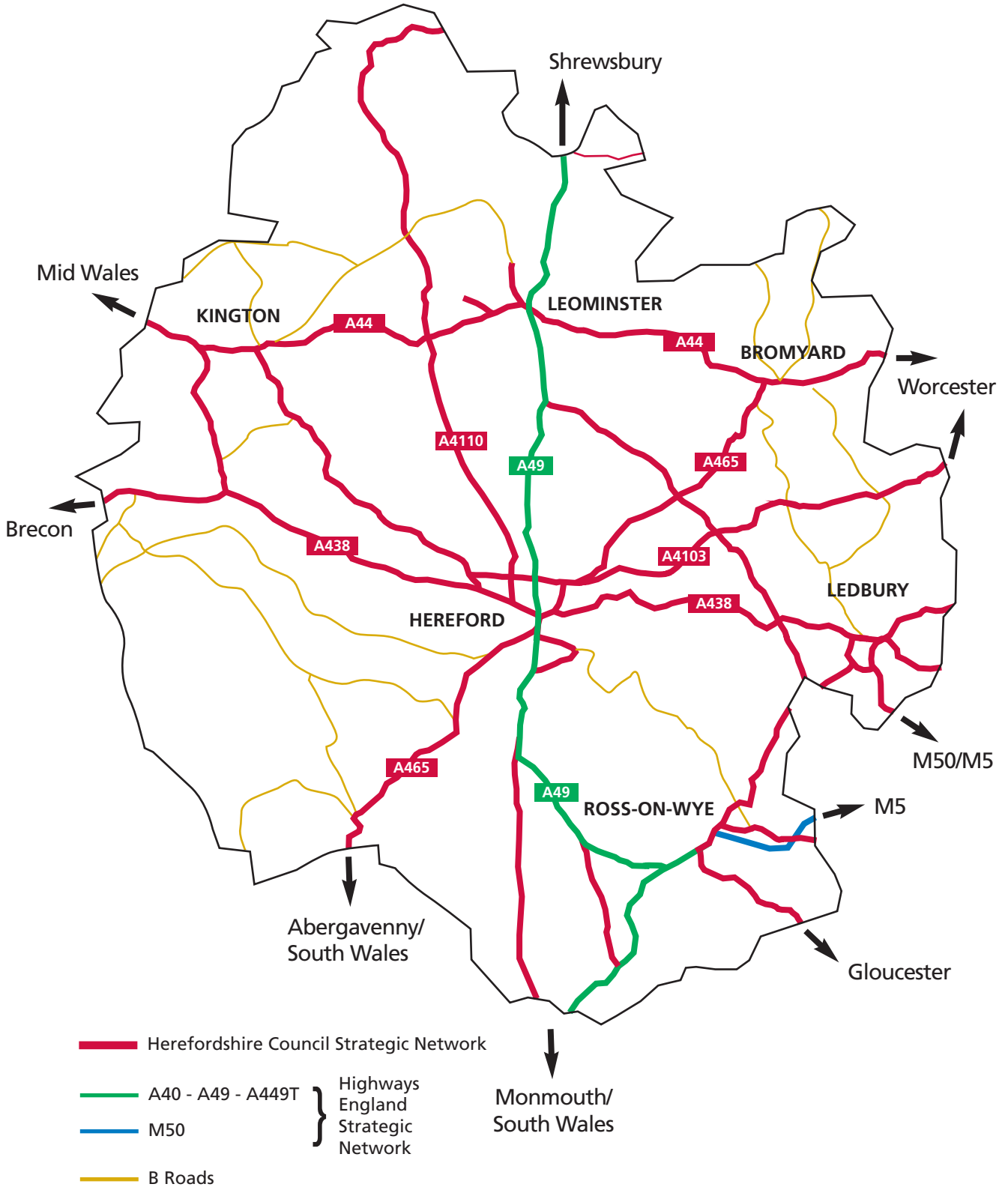
priority in order to maintain economic activity and access to key services during extreme weather. In response we have identified a strategic network (see plan overleaf) and we will prioritise the management of that network:

The network will ensure that:

- Main towns are connected to other main towns internally within the county and also outside Herefordshire using principal roads or via the trunk road network.
- Access to the following are protected:
- Main business parks
- Hospitals
- railway stations
- principal Ministry of Defence sites
- waste sites
- Hereford crematorium
- special schools and disabled colleges
- Local Authority depots
- principal retail areas in Hereford and the Market Towns



Proposed Strategic Network in response to the 2014 Transport Resilience Review



# Evaluation and Monitoring

To monitor the effectiveness of the LTP we have set several indicators that we will report on annually in our annual performance report. This will allow us to track progress and monitor the effectiveness of our measures and schemes.

| Performance                         | Indicator   |
|-------------------------------------|---|
| Road condition                      | The percentage of road network in poor condition  |
| Emissions                           | Nitrogen dioxide and particulate levels in Air Quality Management Areas<br>CO2 from transport   |
| Transport volumes and journey times | Annual average daily and peak hour traffic flows on routes in Hereford and on rural routes across the county<br>Annual average off-road cycle flows in Hereford<br>Annual average walking volumes on selected routes<br>Annual average journey times and peak hour journey times on selected routes in Hereford |
| Public transport                    | Urban and community transport bus patronage<br>Rail ticket sales  |
| Road safety                         | People killed or seriously injured by mode  |
| Health                              | Percentage of Herefordshire population not meeting the government's physical activity level targets.<br>Percentage of Herefordshire population classed as overweight  |





[www.herefordshire.gov.uk](http://www.herefordshire.gov.uk)