Leominster – Market Town Study

Transport Plan

Balfour Beatty Living Places

Balfour Beatty
Living Places

Rev	Date	Author	Checked	Approved	Comments
Final	Jan'20	Mark Hadley	J Fishlock	M Lane	Update

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Executive Summary

Leominster Town Council is working in partnership with Herefordshire Council and Balfour Beatty Living Places to develop public realm and transportation improvements for Leominster. The Leominster Area Neighbourhood Plan, developed through extensive public consultation, identifies a number of objectives and possible actions. Balfour Beatty Living Places held a workshop in 2018 with key stakeholders to gain further insight into the local issues and to expand upon the local objectives to enhance the public realm and transportation within Leominster. This is against the known context of congestion through the town resulting from the operation of the A44 and the Bargates signalised junction, and Core Strategy designations to provide 2,300 new homes.

This report:

- Describes existing conditions;
- Reviews existing objectives from the Leominster Area Neighbourhood Plan through to Herefordshire Council strategies relating to transport, infrastructure and health;
- Presents the responses from key stakeholder consultation;
- Summarises the findings of site appraisals;
- Appraisal of a number of suggested public realm and transport improvements; and
- Recommends next steps and further work required to take this plan toward scheme delivery.

The appraisal indicates the merits of several schemes to take forward with the available budgets, and the next steps required to progress town centre enhancements around Corn Square and secure the delivery of the Southern Relief Road. Suggested schemes of note include:

- Collection of pedestrian and cycle improvements to be supported by funding from S106 packages
- Refurbishment to Herefordshire Trail – to be linked with PROW network improvement plan works and package
- Crossing review and suitability of type and location.
- Remodelling of junctions to manage abuse of restricted movements
- Pedestrian signage review – in partnership with Leominster Town Council

1 Introduction

1.1 Background

1.1.1 In 2016 Balfour Beatty Living Places (BBLP), on behalf of Herefordshire Council started work to assess the existing public realm and lay a foundation for a strategy to guide future investment and transport related infrastructure within the market town of Leominster.

1.1.2 The initial work originally focussed on the town centre and sought to identify how public realm improvements could be used to enhance, support and re-invigorate the town, with a view to address existing shortfalls and perceived low levels of investment. Through a workshop, audit and policy review, aspirations for improvements have emerged which BBLP have brought together to outline the types of action that could follow.

1.1.3 As a next step, an appraisal of the relative merits of potential schemes has been undertaken. The schemes have been derived from the workshop attendees, Leominster Town Council, Herefordshire Councillors, and Council staff with responsibilities encompassing planning, highways, transport and environment.

1.1.4 To enable scheme prioritisation and programming an appraisal framework, based on commonly used methodology, has been employed. This “scores” schemes on their contribution to agreed objectives, their deliverability and value for money.

1.2 Strategy Development and Delivery

1.2.1 Within the context of the Core Strategy and Neighbourhood Local Plan (LP), Leominster is identified as a market town suitable for growth. In addition to Local Plan allocations, a number of planning applications have been submitted that would result in development levels above the threshold originally envisaged, and in locations outside the LP boundary. However, a framework is required for prioritisation/strategy development irrespective of additional growth. It needs to prioritise the resultant access and town wide improvements required, which new developments could support through financial contributions.

1.2.2 The resultant strategy will feed into BBLP’s annual planning process alongside Herefordshire Council’s role to determine funding requirements, opportunities and support decision making that can help shape or influence transport and the public realm within the town.

1.3 The Town

1.3.1 Leominster is a typical English market town, with a population of 11,691 within the town itself (Census 2011). Leominster is located approximately 12 miles to the north of Hereford. It is the centre for many parishes in the north of the County, as well as several of the local villages in neighbouring Worcestershire and Shropshire.

1.3.2 Leominster is a key tourist destination with a history dating back to the 7th century. The historic buildings and narrow streets in the town centre retain much of the Medieval and Tudor characteristics. Other historic attractions include but not limited to Leominster Priory Church, Leominster Museum and Grange Court. The town is bisected by the A44 which was formerly a trunk road, and whilst it was detrunked following the 2002 *Roads Review - what role for trunk roads in England?*, it still provides an important cross regional route for long distance freight, commercial and tourist traffic with subsequent impacts upon the town.

1.3.3 Leominster town centre is home to a variety of retail businesses and hosts a regular weekly market. Leominster is identified as one of the five market towns in the Herefordshire Local Plan Core Strategy to have a good provision of independent retailers. Leominster is a primary location for food shopping for residents, but its historic environment and niche shopping also makes it attractive destination for visitors. Improving the town centre and making it an attractive destination for both visitors and residents will benefit the local economy and promote future growth within the town.

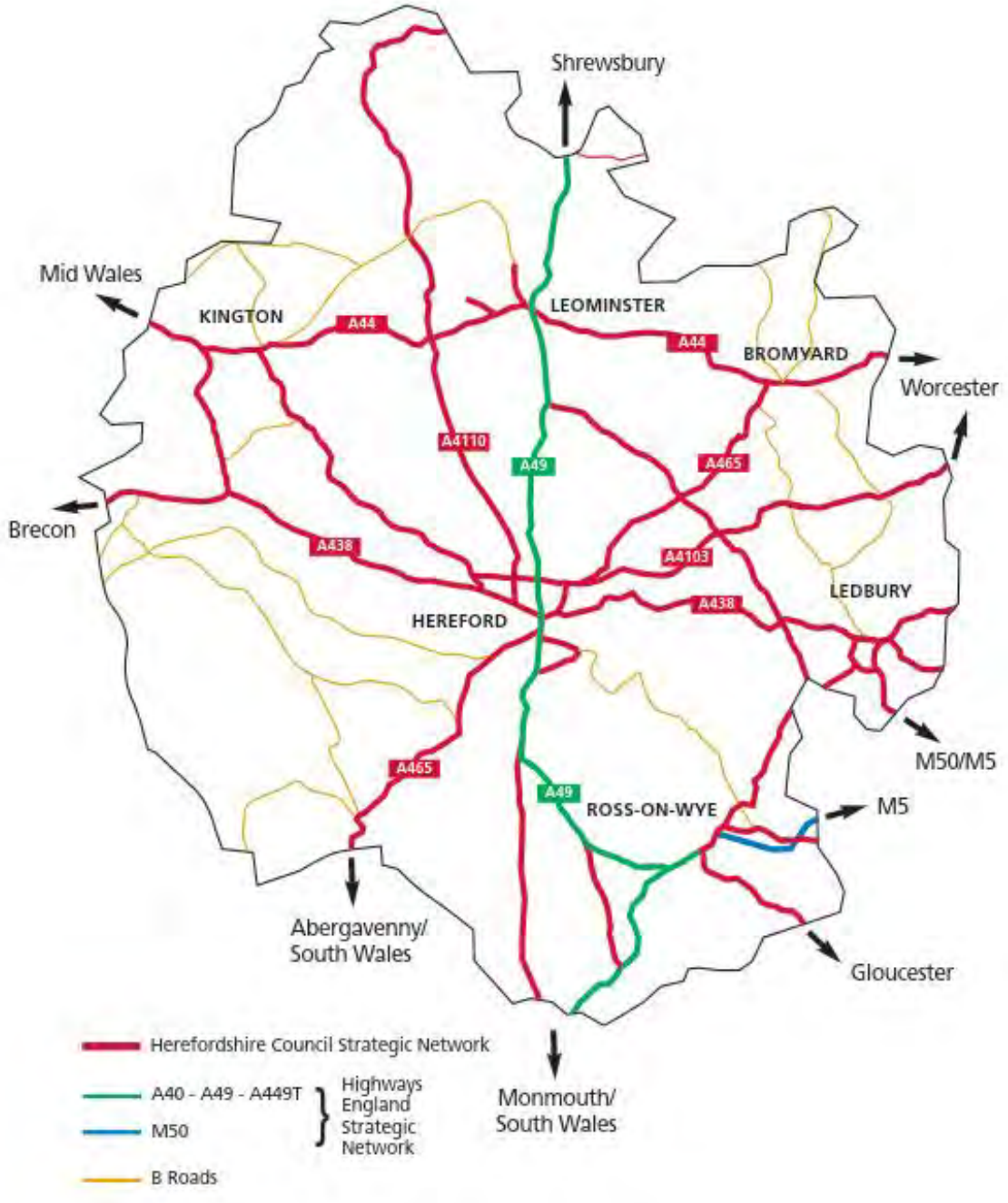


Figure 1-1: Herefordshire Strategic Road Network

1.4 Population Characteristics

1.4.1 The age profile of the town shows it to be younger than the County average, albeit with a comparable level of over 65s.

Table 1-1: Population Profile

Age Range	Leominster	Herefordshire
Under 16	17.8%	17.1%
16-24	10.1%	9.7%
25-44	24.7%	23.2%
45-64	25.9%	28.6%
65 and over	21.5%	21.4%

1.4.2 Some other statistics from the previous (2011) census show:

The town has higher than the County average of single person households (33.2% compared to 28.8%

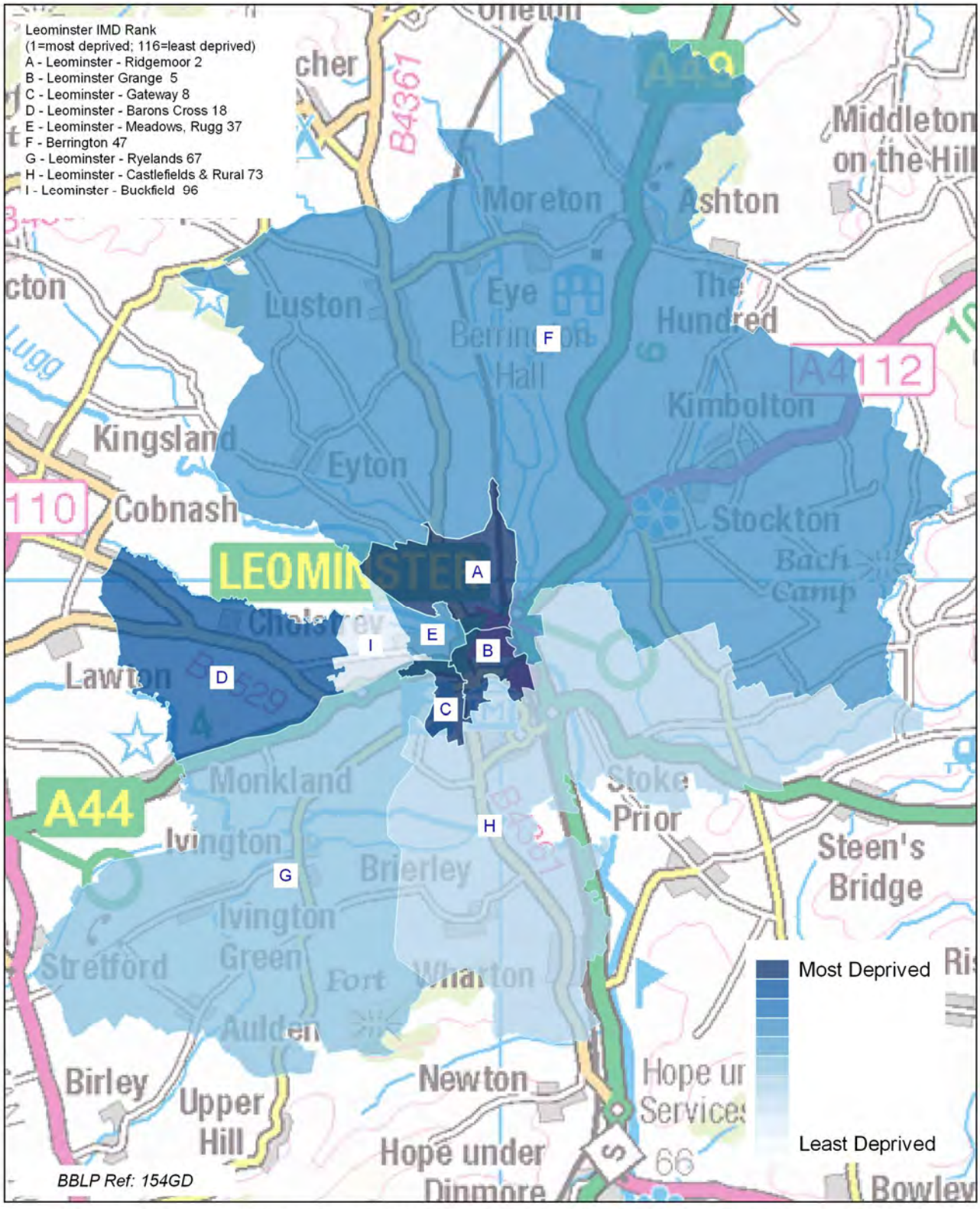
Lower levels of educational attainment than the Herefordshire as a whole with 29.9% of residents having no qualifications (County 22.9%), whilst 18.5% compared to 27.5% County wide have Level 4+ qualifications (degree, HND etc.).

This is reflected in socio-economic classifications that show 21.6% of those employed in some form of managerial level, compared to 30.6% across Herefordshire.

Levels of economic activity are generally comparable with those across Herefordshire except those having never worked or in long term unemployment are greater in the town compared to the county as a whole (4.9% vs 3.6%).

1.4.3 The chart below shows that several areas in Leominster are amongst the most deprived in Herefordshire based on the English Index of Multiple Deprivation (IMD) data (2015). Collated geographically by Lower Layer Super Output Areas, the IMD combines many indicators into a single rank of relative overall deprivation. Lower levels of deprivation shape transport choice and influence the type of interventions the strategy should deliver.

Figure 1-2 Leominster IMD by LSOA



1.5 Report Structure

1.5.1 This report:

Establishes the current baseline of transport infrastructure, demand and public realm condition;

Reviews local and County wide strategies to identify appropriate objectives;

Reports on the discussions that arose from stakeholder workshop and identifies potential objectives and schemes;

Using a Red/Amber/Green scoring system, undertakes a comparative appraisal of the schemes and their relative merits;

Illustrates the type of works and consistency in design, material and approach that the strategy will seek to adopt.

1.5.2 This report is structured around the following chapter headings:

Chapter 2: Baseline Transport Conditions & Problems;

Chapter 3: Transport and Land Use Challenges and Opportunities.

Chapter 4: Strategy Objectives;

Chapter 5: Potential Interventions;

Chapter 6: Intervention Scoring Framework;

Chapter 7: Intervention Appraisal;

Chapter 8: Delivery.

2 Baseline Transport Conditions & Problems

2.1 Introduction

2.1.1 Baseline transport conditions describe the current traffic / travel patterns and constraints on the transport network within Leominster. An understanding of these conditions is essential in order to assess the challenges being faced by road users, transport operators and local residents/ businesses.

2.1.2 Our analysis of the baseline conditions includes:

Highway network;

Facilities for pedestrians and cyclists;

Public transport; and

Traffic flows and congestion.

2.2 Highway Network

2.2.1 The A49(T) is part of England's Strategic Road Network and forms an eastern bypass of the town. It runs from Hereford and the A449/M50 in the south, northwards to Ludlow, Shrewsbury and beyond. The A44 (formerly a Trunk Road) runs east/west through the town between Aberystwyth and mid Wales onto Worcester and the M5 (J7) some 23 miles away.

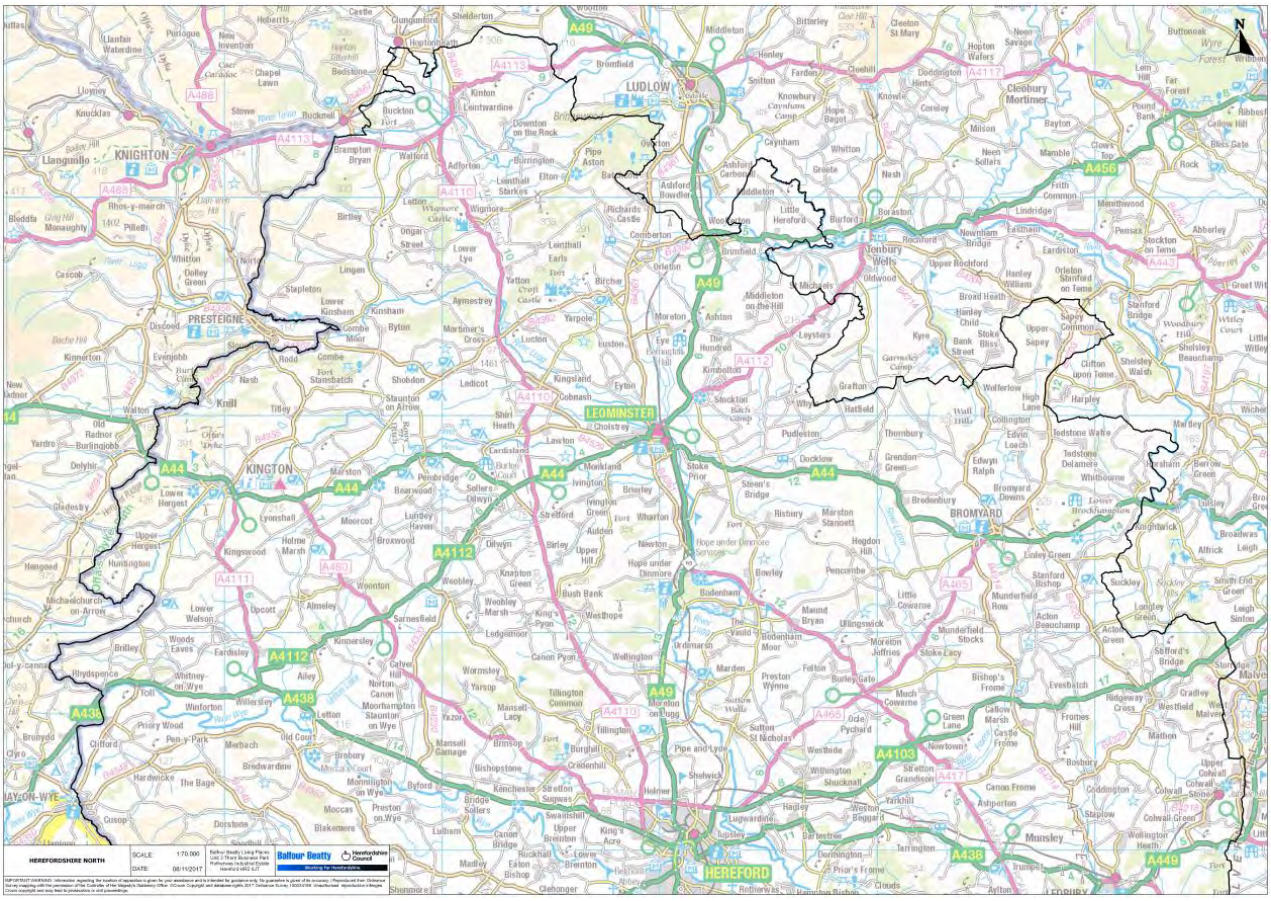


Figure 2-1: Leominster Location

2.2.2 Within the main urban area aside the main routes are described as follows:

***A44 Mill Street/Broad Street/New Street and Cursneh Road*:** The route provides access to the town centre from the north, connecting the A49 bypass at the northerly OK Diner roundabout and crossing the railway via a level crossing. It continues via a mini roundabout junction in a series of left right turns to the signalised junction at Bargates to the west of the town centre. Queues form at peak periods, and the regular closing of the crossing can exacerbate local congestion. This is likely to increase based on future service aspirations and safety improvements for the line which will require an increased number and duration of closures.

A44 Bargates/Barons Cross Road: This tree-lined street forms the westerly arm of the signalised Bargates junction and provides access to the westerly residential areas and Morrison's supermarket.

B4361: Dishley Street/ Westbury Street/ South Street extend from the west of the town centre Bargates junction, southwards through two mini roundabouts to become ***Hereford Road***, joining the A49 two miles south of the town at the Cadbury Factory Roundabout. Within the urban area the road has a speed limit of 30mph becoming 40mph as it leaves the built up area by Southern Avenue. Dishley Street and Westbury Street with its two mini roundabouts at either end, experiences queuing at peak times, generally as a consequence of delays at the Bargates junction. The road provides access to two supermarkets (Co-op and Aldi) and the town's bus station. South Street with its width provides access to a number of important land uses including the Community Hospital, leisure centre, Leominster Primary School and Earl Mortimer College and has on street parking along much of its length.

Southern Avenue: provides a link from the A49 Leominster Bypass (Worcester Road) across to Hereford Road. It is primarily industrial in nature serving the older employment areas of the town and has a 40mph speed limit, with footpaths and some cycle provision. The bridge across the railway line is an important point of connection avoiding the level crossing on Mill Street.

***B4361, Bridge Street*:** From the mini-roundabout junction with Mill Street this 30mph route runs northwards towards Ludlow, becoming derestricted national speed limit outside the urban area. Whilst it has a number of properties along its length, north of the River Kenwater there is little footpath provision.

Worcester Road/Etnam Street: These two roads provide access from Southern Way into the south of the town centre, railway station and one of the town's largest car parks. They are generally of reasonable width, especially Etnam Street which has on street parking often to both sides along with significant mature trees.

Rainbow Street/Burgess St/High Street/ /South Street/West Street/Corn Square: These typically narrow streets form the retail heart of the town but are generally of limited width with a clockwise one way system in operation accessed from the A44 at West Street, Rainbow Street, Bridge Street or South Street. Corn Square provides parking and space for regular markets and events, with localised delay often created by those seeking a parking space competing with deliveries and other town centre users.

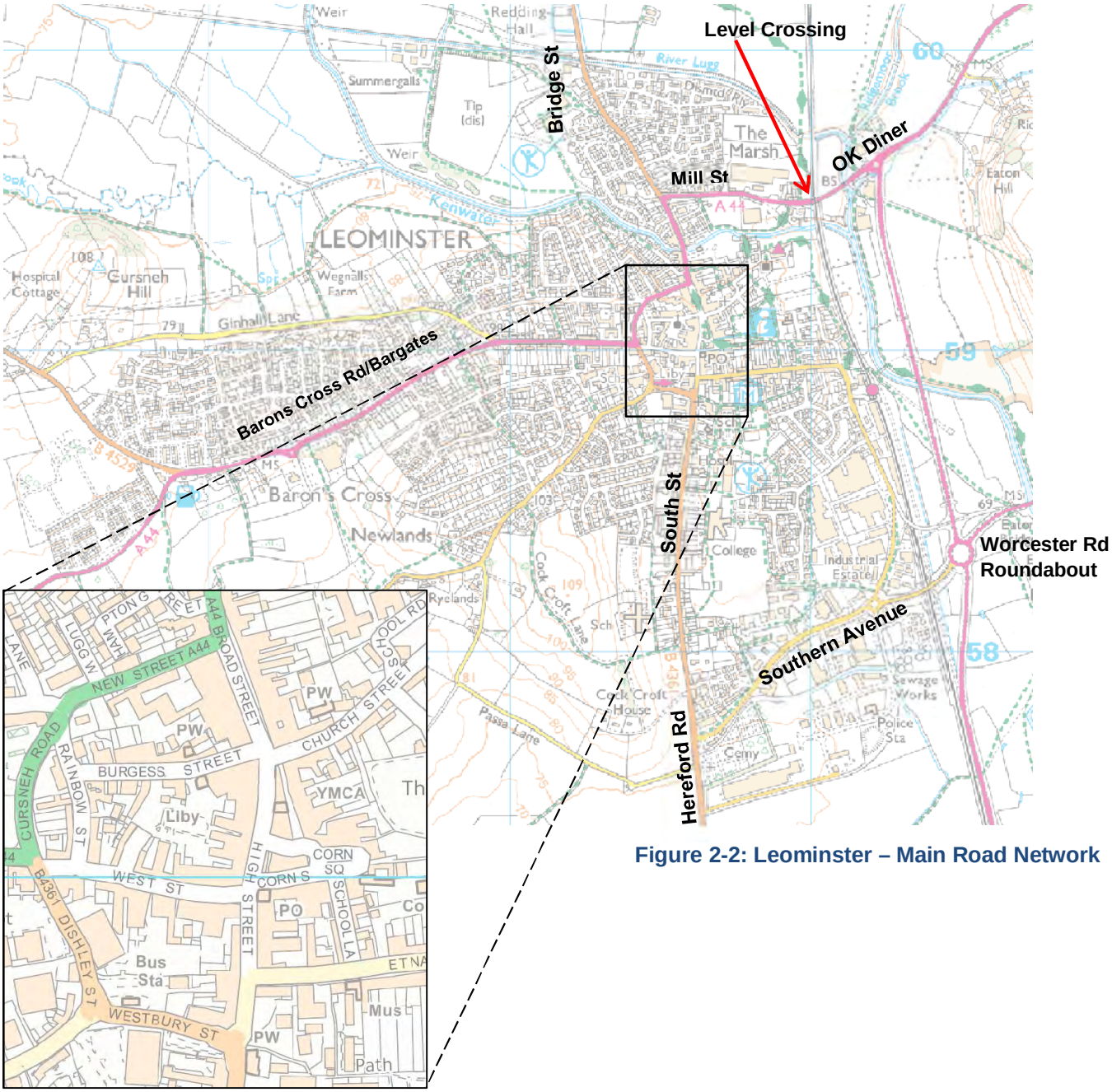


Figure 2-2: Leominster – Main Road Network

2.3 Facilities for Pedestrians and Cyclists

Pedestrians

2.3.1 The description of the highway layout above has provided a very basic assessment of the presence of footways that are adjacent to the roads in the town. In some instances these footways do not meet the desirable minimum width of 2.0m and limit the ability of two people to pass each other comfortably.

2.3.2 Throughout the town there is a mixture of signalised crossings (7 of), zebras (3 of), and refuge islands to assist ease of movements. There is one sole toucan crossing in the town located on the A49 bypass; the other crossings being concentrated along the A44, South Street and Bridge Street to address the severance caused by the primary route. On Mill Street, as with vehicles, pedestrians are held when the level crossing is in operation.

2.3.3 A survey of the existing primary non-motorised user network based on the published Leominster Walking and Cycling Map has been undertaken. Each of the identified walking and cycling routes were covered and put in to one of three categories. A plan identifying the conditions given can be seen in **Appendix B:**

Good condition

Condition typical

Condition deemed below average (i.e. reduced width or surfacing requiring renewal)

2.3.4 A large section of the cycle and walking network had been deemed as being in typical condition. This being a normal accepted condition for existing walking and cycle routes these routes can be safely used but would benefit from some improvement measures. Only a small section of the network has been identified as being in good condition or below average. Sections within the good condition category could be described as having little or no defects. More recently installed sections of the routes such as the Baron's Cross Road shared use cycle / footway have been shown in this category. Sections of the network described as below average should be a focus for remedial work to reduce defects. The section of shared cycle / footway along Worcester Road has been identified as containing a number of defects particularly at access crossings which require improvement.

2.3.5 The Herefordshire Trail provides a marked route through the centre of the town, forming part of the longer 150 circuit through the County. Pedestrian signage can be found chiefly in the central area consisting of traditional heritage style finger posts.

2.3.6 In addition the existing street lighting provision within Leominster has been reviewed. A plan identifying existing street lighting assets can be seen in **Appendix B.** Street lighting is present within the majority of the signed cycle and walking routes as well as residential areas. However some quiet routes which may be used by cyclists and walkers lack street lighting, such as Ginhall Lane and Ashfield Lane and this will be a deterrent for some users.

Cyclists

2.3.7 Whilst the town is not on the national cycle route network it has an established network of cycle routes and its size and topography make it conducive to promote and secure growth in levels of cycling. The majority of the routes are on-street "quiet roads", with some limited sections of shared surface paths, for example along Barons Cross Road and Southern Avenue. The former road bridge to the south of the station also forms a traffic-free route with a toucan crossing on the A49.

2.3.8 There is sporadic cycle parking within the town, for example at the Morrison's supermarket, but present demand appears mixed and provision limited. The surveys recorded few cyclists throughout the day and across the town as shown.

Table 2-1: Cyclist Flows

Location	Ref	Total Number of Cyclists (7am-7pm)	Total Number of Motorcyclists (7am-7pm)
A49 / A44 / Leominster Bypass, Roundabout Junction	Site A	5	46
B4361 (South of Owen Way	Site B	8	17
Monkland Road(NE) / Monkland Rd(SW) / Cornhill Rd	Site C	5	29
B4360 / A44 / Barons Cross Rd, Roundabout Junction	Site D	20	43
Ginhall Lane / Cholstrey Rd(SE) / Cholstrey Road(NW)	Site E	18	12
A44 / B4361 / West St, Signalised Junction (Bargates)	Site F	25	48
A49 / A44 / Leominster Bypass, Roundabout Junction	Site G	11	57
Dishley St / Bus Station / Westbury St / Ryelands Rd	Site J	31	42

Location	Ref	Weekday Average (pedal cycles and motorcycles combined
B4361 Bridge St	Site 1	31
Ryelands Road	Site 2	33
B4361 Hereford Rd	Site 3	15
B4360 Cholstrey Rd	Site 4	6

NB: ATC survey cannot distinguish between MC/PC. Based on the junction count surveys, a third of the above is estimated to be cyclists

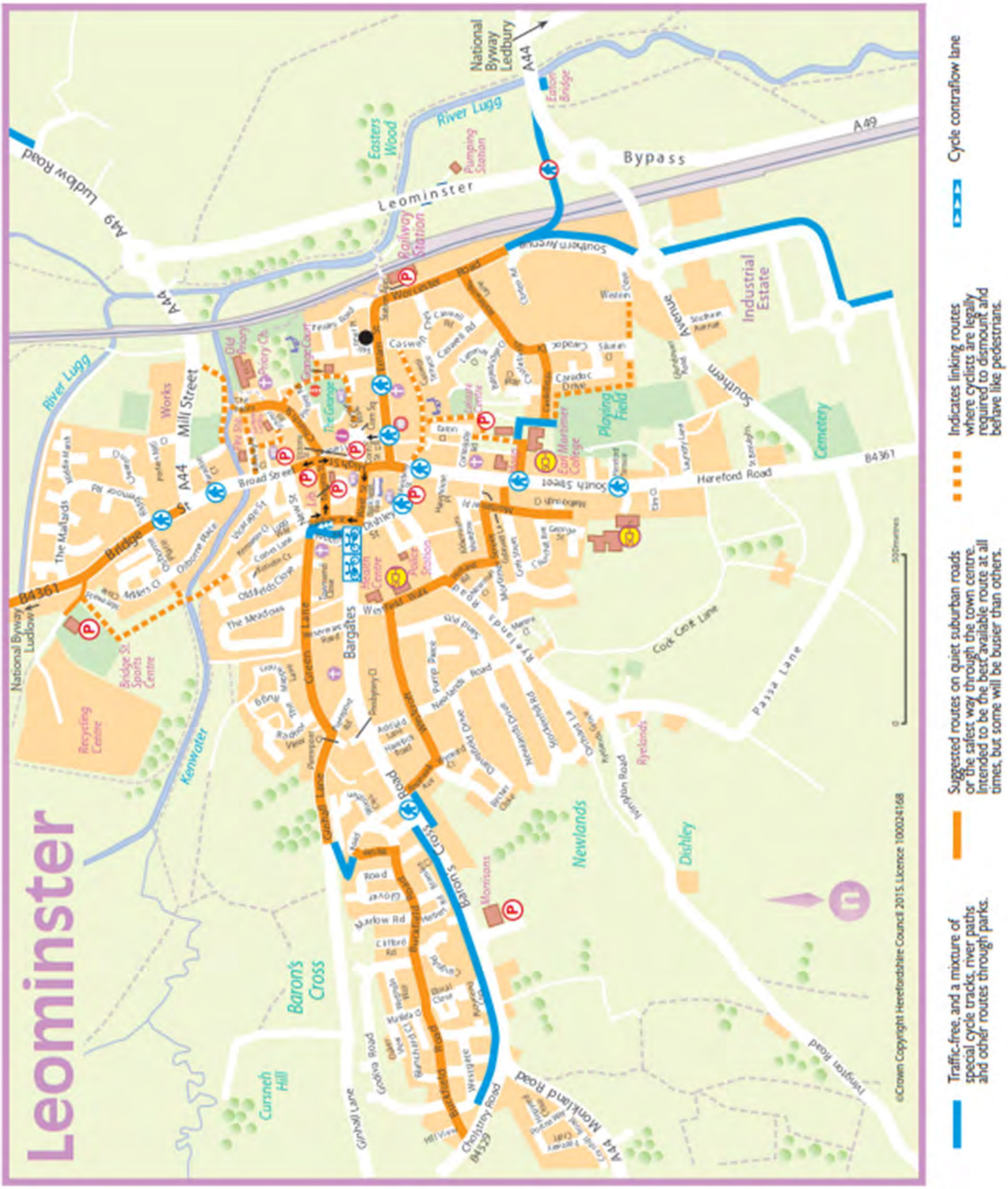


Figure 2-3: Leominster cycling routes

2.4 Public Transport

Rail

2.4.1 One of four rail stations in the county is located in Leominster. The station is managed by Transport for Wales under the revised franchise arrangement that started in October 2018. Services are operated by Kelios/Amey but under the Transport for Wales brand with the station served by routes running between Hereford, Shrewsbury, Cardiff and Manchester with typically 2-3 trains an hour. Access to the station is from the west side (Platform 1) and there is access to the eastern platform 2 via a foot bridge and a lift.

Figure 2-4: Leominster station

2.4.2 Looking at passenger trends the station is the second busiest of the four stations within the county. However looking at the longer term, it has shown less growth than Hereford or the West Midlands and Wales region as a whole with a 3.8% increase in the last 8 years against a wider trend on growth of 15% in Wales and 22% at Hereford. .

Table 2-2: Herefordshire Rail Patronage

Station/Region	2016-17 Entries and Exits	2017-18 Entries and Exits	Annual Change
Colwall	60,870	64,172	5.4%
Hereford	1,228,284	1,240,732	1.0%
Ledbury	210,098	216,780	3.2%
Leominster	260,286	261,672	0.5%
West Midlands			2.3%
Wales			1.7%

Source: ORR. Estimates of Station Usage for 2017-18, for all stations in Great Britain (11/12/18)

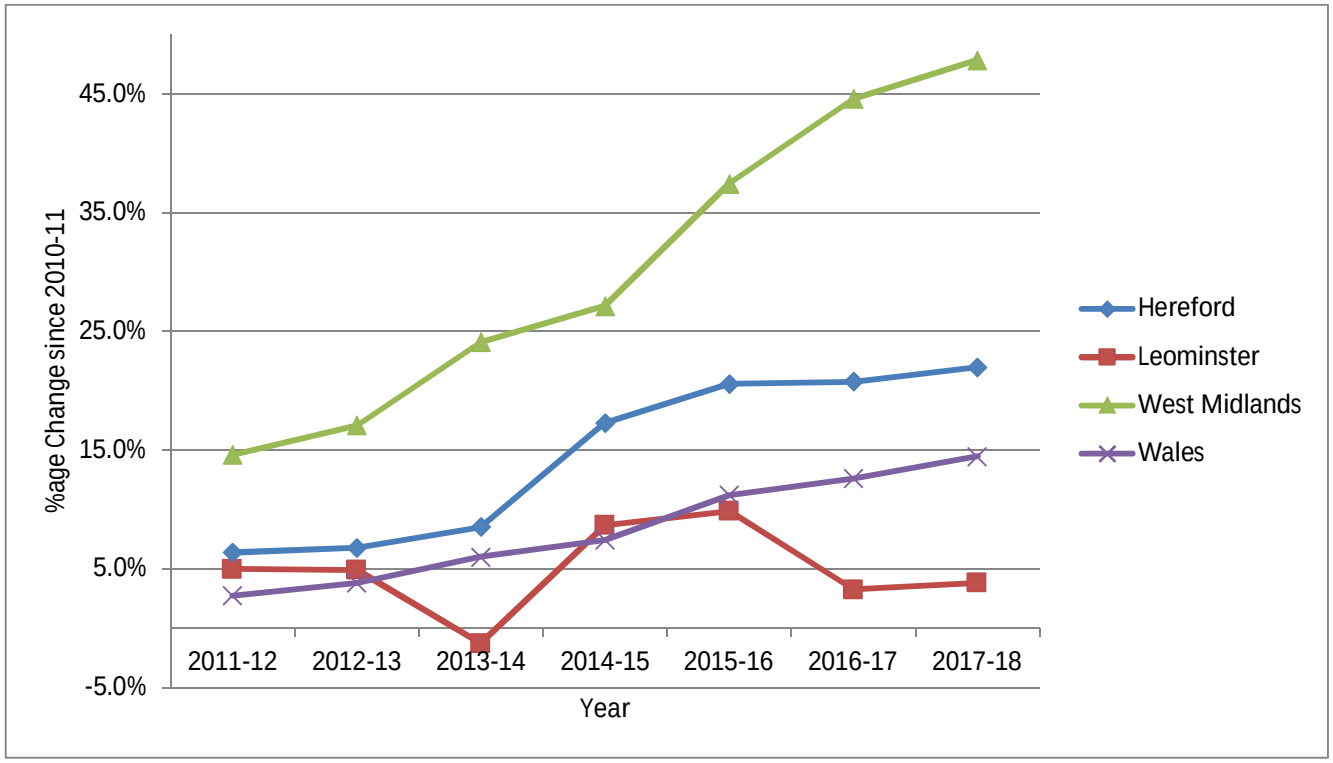


Figure 2-5: Annual Passenger growth since 2011

2.4.3 Past studies were undertaken in 2015 to assess rail parking demand and how the station could accommodate rail based park and ride. The studies concluded that an increase of100 spaces was warranted with the potential for these to be on land to the west or east of the station. Further work is needed to take forward any such proposal to address highway access and land ownership constraints.

Bus Services

2.4.4 As a primary settlement in the county the town is identified as a hub on the County's core bus network with primary routes to Hereford. The town's main services are summarised below.

2.4.5 There are few services that extend into the evening with the services being a mixture of commercial and financially supported. After discussion with the local operator it has been established that the level of service provision and routing matches present demand, with the geographic size of the town limiting scope for major bus growth.

2.4.6 Local issues affecting services relate to evening congestion at the bus station and vehicles parking along the town circular route restricting the manoeuvrability of vehicles giving rise to several near misses/vehicle collisions.

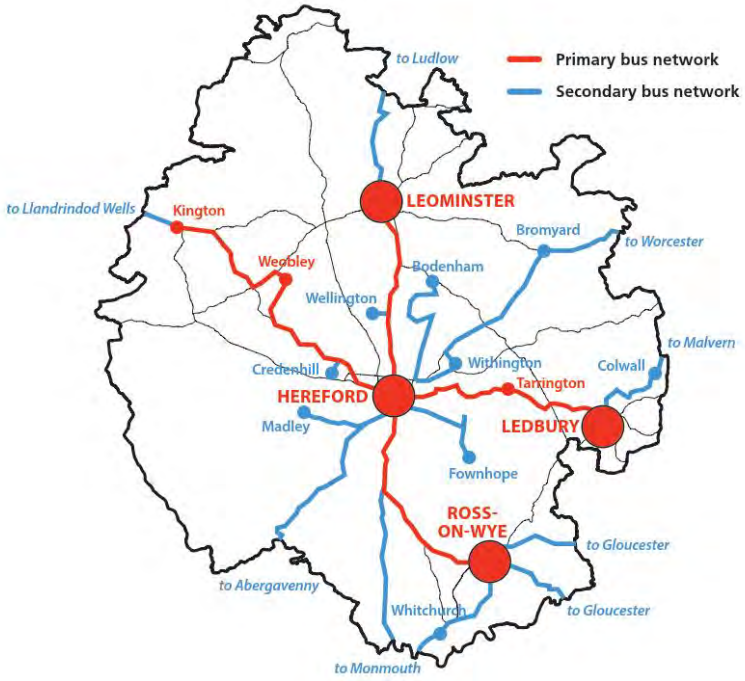


Figure 2-6: Herefordshire Priority Bus Network (LTP)

Table 2-3: Summary of Leominster Bus Services

Service	Operator	Route	Typical Frequency
401	Lugg Valley Travel	Leominster – Barons Cross	Hourly
402	Lugg Valley Travel	Leominster – Ridgemoor – The Meadows	Hourly
403	Lugg Valley Travel	Leominster – Southern Avenue – Newlands	Hourly
406	Lugg Valley Travel	Leominster – Barons Cross	Hourly
426	Yeomans Travel	Hereford – Bodenham - Leominster	5 per day
482	First Worcestershire	Bromyard – Leominster	1 per day – Fridays only
488	Lugg Valley Travel	Woofferton – Leominster	1 per day – Fridays only
489	Lugg Valley Travel	Leominster – Wigmore	1 per day (Tues & Fri)
490	Lugg Valley Travel	Leominster – Ludlow	Hourly
492	Yeomans Travel	Hereford – Leominster	4 per day (Sundays)
494	Lugg Valley Travel	Shobdon – Leominster	2 per day
495	Lugg Valley Travel	Leominster – Pembridge	2 per day
496	Lugg Valley Travel	Leominster – Pembridge	Up to 5 per day
501	Lugg Valley Travel	Hereford – Leominster	2 per day
502	Lugg Valley Travel	Leominster – Hereford	1 per day
504	Lugg Valley Travel	Leominster – Hereford	1 per day (Saturdays only)
507	Lugg Valley Travel	Leominster – Weobley	2 per day (Tues & Fri)

Data correct as of timetables 06/03/19

Bus Stops

2.4.7 Within the town the main hub for services is within the bus station which is located east of Dishley Street to the south east of the town centre. Around the town there are only three bus shelters aside from those at the bus station. The bus station is reasonably located relative to the key land uses on the town centre and is functional in its layout and facilities providing a minimum level of comfort for users.

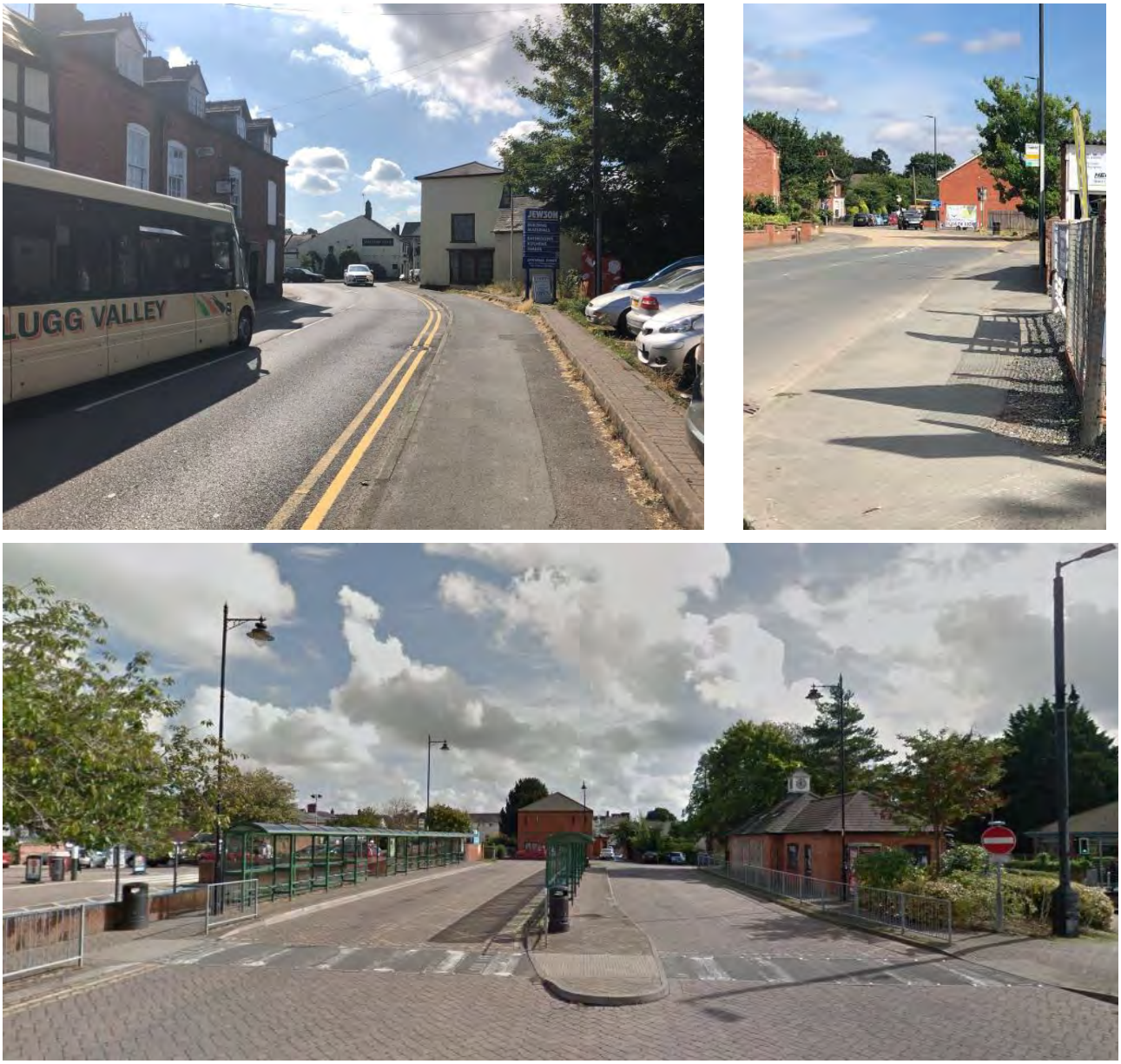


Figure 2-7: Local Bus Facilities

2.5 Traffic Flows and Congestion

Traffic Data

2.5.1 To understand the current traffic flows in and around the town a number of surveys have been undertaken. These included 12 hour junction turning counts, week long automatic traffic counts and a 12 hour Automatic Number Plate Recognition (APNR survey). The latter has been used to identify movements within and through the town

2.5.2 In addition to the above mentioned traffic surveys data from permanent count sites have also been used including:

A44 – Barons Cross Road (HC Ref RU1)

A44 – Bargates (HC Ref RU15)

2.5.3 Analysis of the ATC and MCC surveys identified the following as peak hours in vehicle movements within the study area:

AM Peak Hour: 08:00 to 09:00

IP Hour: 14:00 to 15:00

PM Peak Hour: 16:45 to 17:45

2.5.4 One particular focus of the surveys show the proportion and distinguish local (i.e. those that either start and/or end in the town) and 'through' movements. The table below indicates the quantum of 'through' trips as around 30% with 13% of all 'through' trips being made by heavy vehicles.

2.5.5 The collated data has been used to create a spreadsheet model of the town to assess future land use changes and potential traffic consequences. A separate Technical Note on this work produced by WSP details the methodology and results.

Table 2-4: Traffic Flows on A44 at Bargates Signal Junction

Time Period	Vehicle Type	All trips via Bargates	'Through' Trips, Via Bargates	Proportion of 'Through' Trips at Bargates
AM Peak Hour (0800-0900)	Lights	951	236	25%
	Heavies	63 (6.2%)	35 (12.9%)	56%
	All Vehicles	1,014	271	27%
IP Hour (1400-1500)	Lights	692	203	29%
	Heavies	76 (9.9%)	45 (18.1%)	59%
	All Vehicles	768	248	32%
PM Peak Hour (1645-1745)	Lights	993	307	31%
	Heavies	53 (5.1%)	19 (5.8%)	36%
	All Vehicles	1,046	326	31%
12-Hour Period (0700-1900)	Lights	9,231	2,599	28%
	Heavies	719 (7.2%)	387 (13.0%)	54%
	All Vehicles	9,950	2,986	30%

Traffic Flows and Capacity Issues

2.5.6 The A49 and A44 provide significant highway capacity to and from the town but within the town itself queues regularly manifest at peak times. As the primary growth in traffic is attributable to new developments solutions will need to be proposed in conjunction with any submission to address any capacity issues attributable to their scheme.

2.5.7 Using traffic modelling software (LinSig) a model has been built to replicate exiting conditions at the Bargates junction. This has been based on the traffic flows as recorded in March 2018 and the present signal staging/timing plan in operation. The testing indicated that the junction is operating at, or close to, capacity at various times of the day.

2.5.8 Highways England would consider how any major transport or land use scheme could impact upon the A49 and have undertaken preliminary reviews of the operation of the local network. Of particular concern is the potential increase in delay attributed to the period of time Mill Street level crossing could be closed as a result of safety requirements and service frequency changes. Traffic held by the crossing could queue back onto the A49 and impact the safe free flow of vehicles at the OK Diner roundabout.

2.6 Air Quality

2.6.1 A consequence of the traffic levels and congestion in the town has been the designation of an Air Quality Management Area at the Bargates junction. Declared in 2006 this is in response to levels of NO_2 recorded in the proximity of the signalised junction of the A44 Bargates, Dishley Street and Cursneh Road. Outside of this area monitoring has shown that NO_2 concentrations generally met air quality objectives. At the junction exceedances in the maximum annual mean concentration of 40 µg/m^3 of NO_2 are regularly recorded and the strategy therefore needs to identify actions that will mitigate these exceedances.

2.6.2 To inform this study an Air Quality assessment was commissioned that recorded ambient levels of NO_2. The monitored results have been averaged to 15-minute periods and normalised to average daily levels (1 on the left hand axis) Comparing the levels of NO_2 against traffic flows (the graph below illustrates a relationship between the two. The monitored NO_2 levels plotted at 15 minute intervals (line and point) rise and fall relative to average traffic levels and associated peaks.

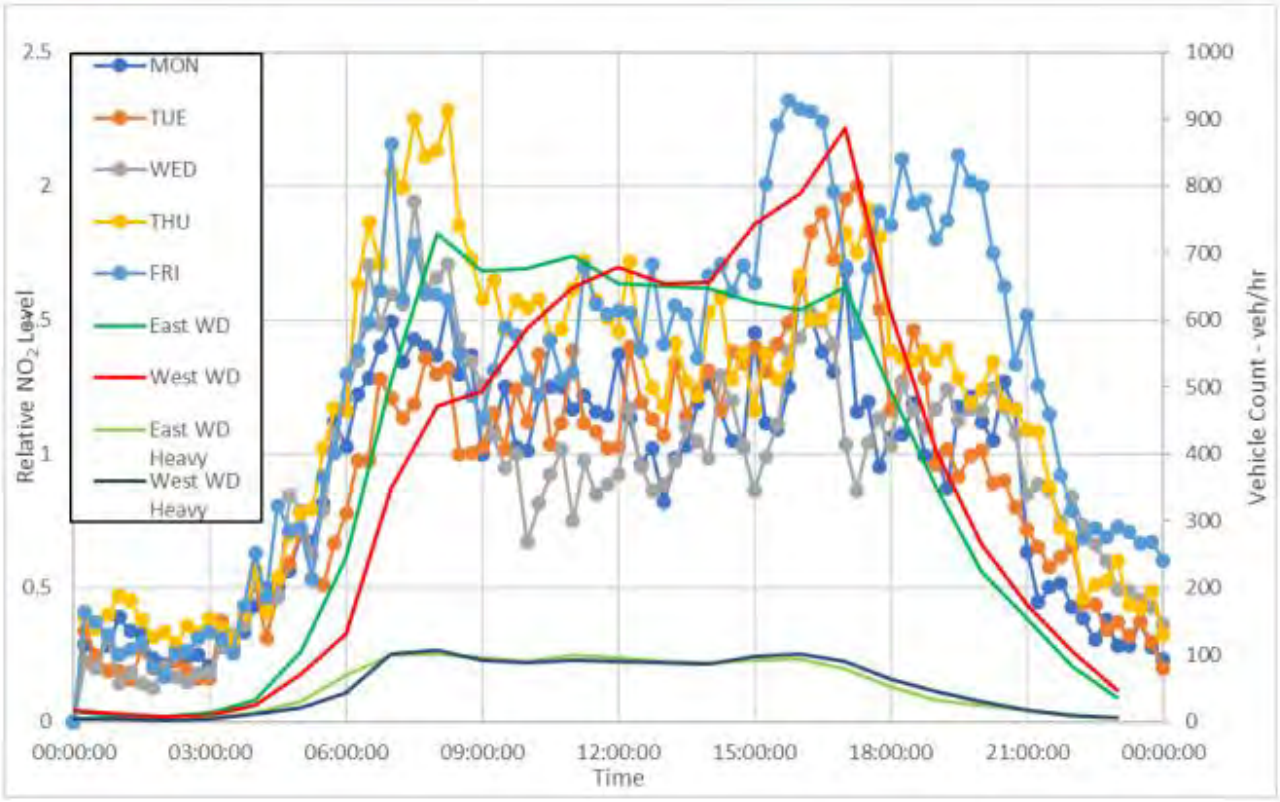


Figure 2-8: Weekday monitored NO_2 and directional traffic flow (total and heavy vehicles)

2.7 Parking

2.7.1 Leominster currently has four car parks located near the town centre. In addition there is on-street parking on Broad Street and on other streets in the vicinity of the town centre. Parking usage records indicate 75% of stays are up to two hours long, whilst 16% are all day. Based on tickets sold Broad Street Car Park appears to be underutilised, whereas Dishley Street and Etnam Street are often at capacity. In addition to these public car parks private cars parks such as the Co-op and Aldi support the town centre, alongside those at the Leisure Centre.

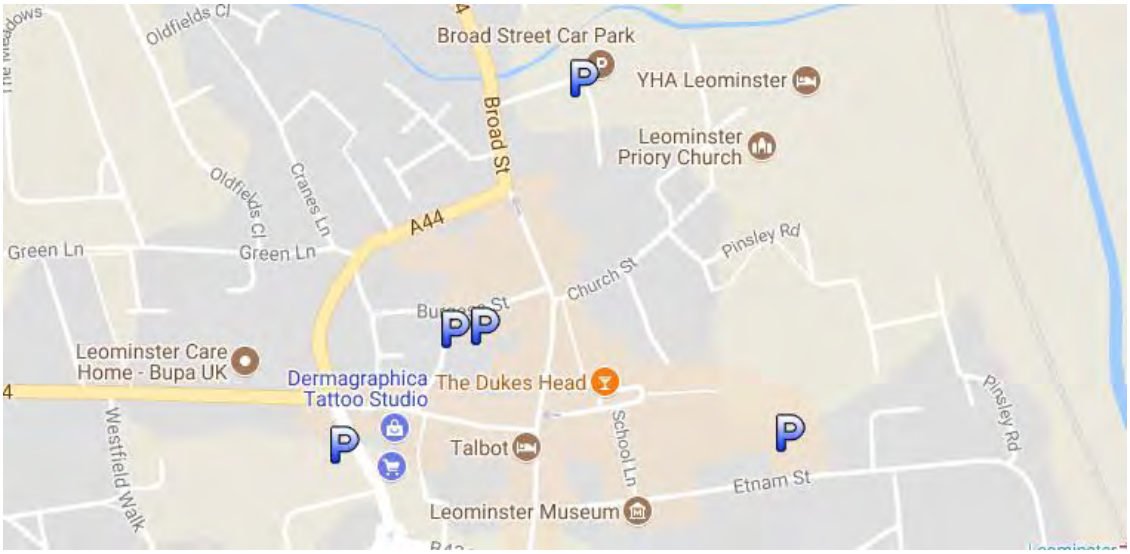


Figure 2-9: Leominster Car Park Locations

Table 2-5: Car Park Provision in Leominster Town Centre

Car Parks	Total Number Of Spaces	Number of Disables Spaces	Number of Coach Spaces	Number of Motorcycle Bays	Long or Short Stay
Broad Street	269	4	4	0	Long Stay
Central Area	79	4	0	1 (large bay)	Short Stay
Dishley Street	64	9	0	0	Long Stay
Etnam Street	163	2	0	1	Short Stay
Total	575	19	4	2	

Data collected from Herefordshire.gov.uk

2.7.2 At present there is one electric vehicle charging point in Etnam Street car park, with permission granted for an additional site at OK Diner on the A49.

3 Transport: Land Use Challenges and Opportunities

3.1 Introduction

3.1.1 Leominster has a number of transport and land use challenges which have been detailed in the following documents. These documents and a range of other data sources have been reviewed to provide the following overview

Core Strategy (Herefordshire Council);

Local Transport Plan (Herefordshire Council);

Neighbourhood Plan and associated documents (Leominster Town Council)

3.2 Development

3.2.1 For a town of its size Leominster is planned to accommodate a significant increase in the levels of housing development. Herefordshire Core Strategy Policy LO1 – Development in Leominster which states that:

"Leominster will accommodate a minimum of 2,300 new homes throughout the plan period, (2011-2031) of which a minimum of 1,500 dwellings will be provided in a single strategic urban extension to the south-west of the town. The remaining dwellings will be provided through existing commitments, smaller scale non-strategic sites within the existing built up area."

3.2.2 This would represent a significant growth against the current 5,184 homes in the town (2011 census) chiefly concentrated in the SUE and Barons Cross, permitted scheme originally granted consent in 2006 but yet to be constructed for 425 dwellings In addition further employment sites include a 10ha extension of the Enterprise Park and land within the SUE.

3.3 Personal Travel

Journeys to Work: Census Data

3.3.1 A review of the 2011 census data has been undertaken to examine the characteristics of the method of travel to work and the distances. The results show the method of travel for residents i.e. live in Leominster, and those that work in Leominster i.e. travel to the town.

Table 3-1: Method of Travel to Work

Method	Herefordshire	Live in Leominster[1]	Work in Leominster[2]	Live and Work in Leominster[3]
Car Driver	70%	66%	70%	47%
Walk	15%	21%	18%	39%
Car Passenger	6%	8%	7%	7%
Cycle	5%	2%	3%	5%
Bus	2%	1%	1%	1%
Train	1%	1%	1%	0%
Other	1%	1%	1%	1%

1: QS701EW - Method of travel to work (2011 census, Leominster Built Up Area)
2: WD703EW - Method of travel to work (MSOA level: E02002906 : Herefordshire 002 & E02002907 : Herefordshire 003)
3: WU03EW - Location of usual residence and place of work by method of travel to work (MSOA level)

3.3.2 The values above indicate that there is good potential for increased public transport use, walking and cycling in the town when compared against the Herefordshire averages. This is particularly relevant when 23.3% of households within the town have no access to a vehicle, although there are stromg variances between the town and surrounding rural sub locality.

Table 3-2: Car Ownership Levels

% of households with access to the following number of cars or vans	Leominster Town sub-locality	Leominster Rural sub-locality	Leominster locality	Herefordshire
None	23.3%	6.0%	18.8%	16.4%
One	46.5%	35.9%	43.8%	41.6%
Two	22.8%	40.0%	27.2%	30.4%
Three	5.2%	12.3%	7.0%	8.2%
Four or more	2.2%	5.9%	3.2%	3.5%

3.3.3 In looking for opportunities for change, a further assessment of those that live and work in Leominster reveals that over half travel by car and some 40% walk. With journeys within Leominster being a maximum of 3km, and most considerably less, this figure suggests there is a significant opportunity to reduce peak hour car travel, and the problems associated with it, in the town.

Table 3-3: Distance Travelled to Work

Distance travelled to work	Resident Population (i.e. live in Leominster)[1]	Workday Population (i.e. work in Leominster)[2]
Less than 2km	43%	36%
2km to less than 5km	8%	8%
5km to less than 10km	8%	9%
10km to less than 20km	27%	27%
20km to less than 30km	4%	11%
30km to less than 40km	4%	4%
40km to less than 60km	2%	3%
60km and over	3%	3%
Average distance	13.7km	16.5km

1: QS702EW - Distance travelled to work, 2: WD702EW - Distance travelled to work (Workday population)

3.3.4 The range of home to work distances show that Leominster attracts from a wide catchment area and that providing for trips into the town for employment is an important aspect of any future strategy, but that there is also a high level of self-containment. The following maps show the workplace destination and employee origins for Leominster residents and workforce, with the thickness of the line denoting the relative number of movements.

Figure 3-1: Journeys to work from Leominster

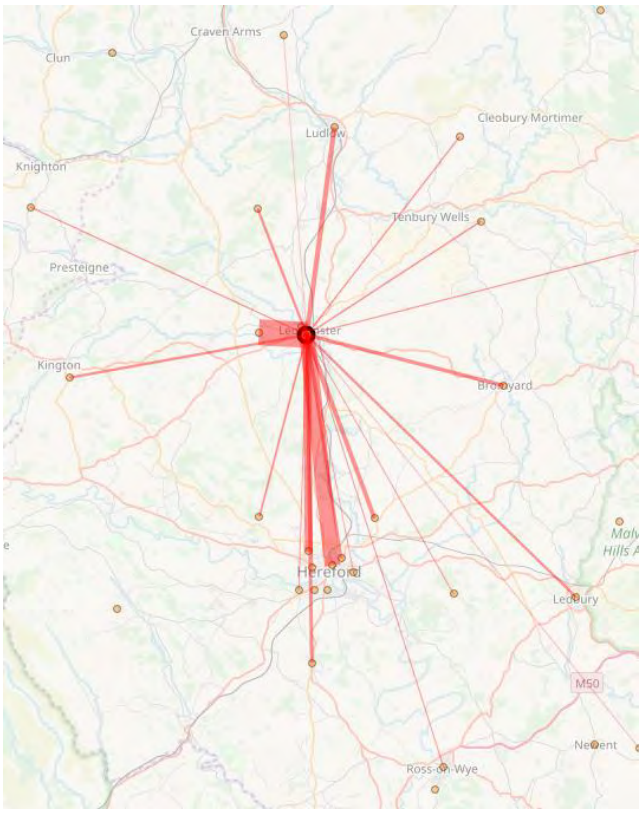
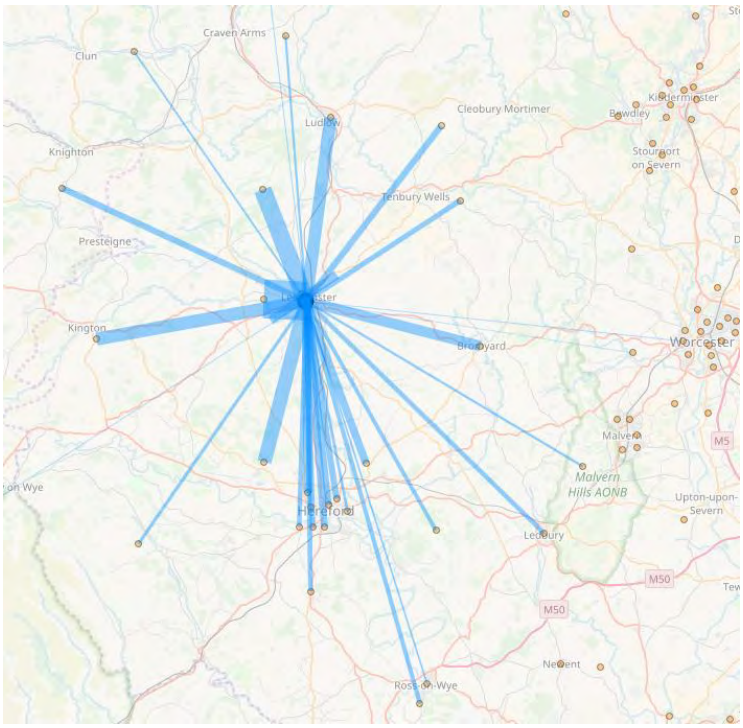


Figure 3-2: Journeys to work in Leominster



3.4 Journeys to School

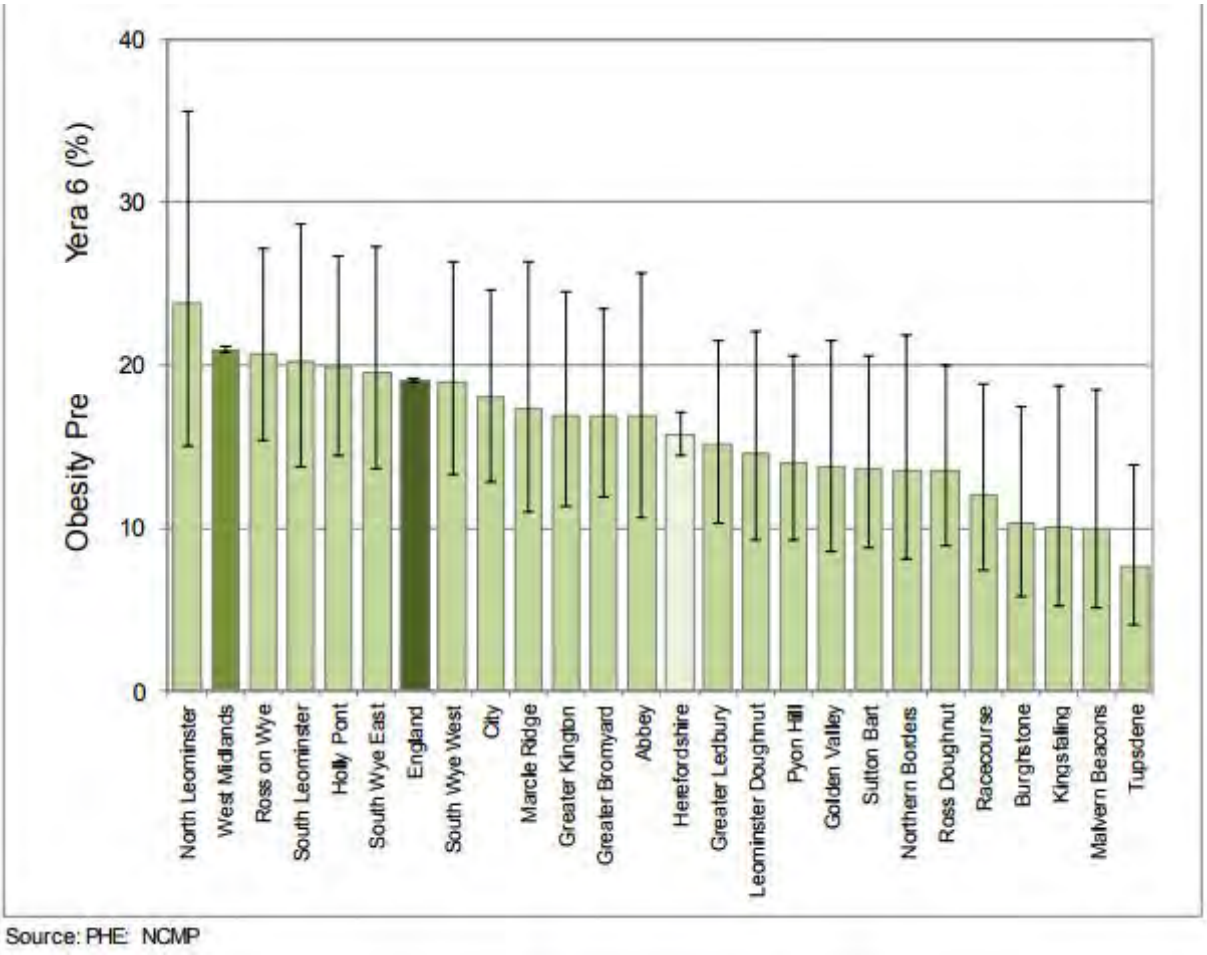
3.4.1 Little school survey data is available for schools within the town. In 2010 a survey was undertaken in conjunction with the preparation of a Travel Plan for the new Leominster Primary school. It recorded the total travel patterns for 584 pupils at what were then two different schools and generally reflects the modal shares recorded by the census travel to work data. As it is now dated, new data for all schools in the town would be beneficial.

Table 3-4: Leominster Primary School Modal Split (Travel to School)

Walk	Cycle	Car / carshare	Bus	Taxi
271	6	260	55	2
46%	1%	44%	9%	0%

3.4.2 Whilst the numbers of children recorded as walking to school is typical of national levels it is worth noting that, with growing childhood obesity, the contribution that active travel can make. Statistics from within the county demonstrate this is of particular concern in the town with Leominster North and Leominster South MSOAs being in the top three for levels of childhood obesity in the County.

Figure 3-3: Prevalece of Obesity in Year 6 Children in Herefordshire MSOAs 2011/12-2013/14



Source: PHE: NCMP

3.5 Safety

3.5.1 An analysis of past collision records has been undertaken to establish a baseline and identify any issues within the town. The analysis assessed data collected between 1st Jan 2013 – 31st Dec 2017.

3.5.2 The primary analysis indicates:

Within this timeframe there were 56 collisions recorded giving rise to 74 casualties.

Of these none were recorded as fatal, 17 serious and 57 slight.

There have been an irregular number of incidents over the five year period with an average of approximately 15 each year.

Eight incidents (10%) involved no other vehicle.

3.5.3 Amongst vulnerable user groups there were:

19 incidents involving pedestrians;

Seven with cyclist casualties;

Three involved motorcycles; and

Four collisions resulted in a child casualty.

Table 3-5: Collisions Recorded in Leominster

Year	Slight	Serious	Fatal	Total
2013	18	0	0	18
2014	7	5	0	12
2015	14	3	0	17
2016	14	6	0	20
2017	4	3	0	7
Total	57	17	0	74

3.5.4 In looking at the locations a plot has been included in **Appendix B**. In the context of the county the annual assessment of accident cluster sites indicates that in 2017 the following sites were noted in the wider Leominster area:

B4529 junction with A4110 (2 miles north west of Barons Cross, known as Lawtows Cross) was ranked 1st in the County for A and B road collisions.

A44 - Outskirts of Leominster to the Powys County Boundary was ranked 20th in the County for A and B road collisions.

B4361 Outskirts of Leominster to junction with A49 (includes Bridge Street) was ranked 54th out of 69 in the County for A and B road collisions.

B4361 - Shropshire County Boundary to the Outskirts to Leominster was ranked 56th in the County for A and B road collisions.

3.5.5 There are no apparent 'hot spots' for the vulnerable users groups but it is noted that four serious pedestrian incidents have been recorded within the town centre during the previous five years. All four incidents have varying causal factors although failure to look properly features in three of the four incidents. Examining the causal factors, just over half of the stated factors (noting multiple factors can be given for each collision) were attributed to driver/rider error, with 59% of collisions stating failure to look properly as the likely factor (note multiple causal factors can be assigned to the same collision).

Table 3-6: Causal Factor Attributed to Collisions in Leominster

Causal Factor Attributed	Occurrence
Failed to look properly	59%
Poor turn or manoeuvre	35%
Failed to judge other person's path/speed	24%
Loss of control (driver/rider error)	22%
Impaired by alcohol	9%
Travelling too fast for conditions	4%

3.6 Condition of the Public Realm

3.6.1 Leominster town centre has received no significant investment towards public realm and transportation improvements in recent years. The clutter of signage and poor surface conditions has left the streetscape in a poor state of repair. This has resulted in an increasing number of maintenance issues. These issues impact upon the appearance of Leominster as well as causing problems for those travelling through or within the town.

3.6.2 Without significant investment to Leominster's public realm this on-going maintenance will put an increasing demand on available funds. The table below summarises the number and type of defects Balfour Beatty Living Places has recorded since taking over the public realm contract in 2013. The figures for Ledbury as a comparable market town are also shown. This indicates despite Leominster being only 20% bigger, it has 100% more defects suggesting the public realm is in a poor state of repair comparable with Ledbury. A fuller breakdown is provided in **Appendix B**. Whilst the data reflects only non-emergency defects it can be seen that the most significant number of defects relate to carriageway repairs.

Table 3-7: Repaired Defects (Top 3 Types)

Leominster			**Ledbury**		
Type	**No of Defects**	**%age**	**Type**	**No of Defects**	**%age**
PT – Carriageway Repairs	3152	59.80%	PT – Carriageway Repairs	1766	70.50%
DR – Drainage Repairs	702	13.30%	DR – Drainage Repairs	227	9.10%
PT – Footway Repairs	527	10.00%	SI – Sign Repairs	108	4.30%
Others	893	16.90%	Others	403	16.10%

3.7 Traffic Management

3.7.1 A further indication of potential schemes has been to review the list of requests made for new Traffic Regulation Orders (TRO). At present the following outstanding requests have been made for changes requiring a TRO amendment or introduction.

3.7.2 These are comparable to the type of issues recorded elsewhere within the County and in market towns and are not seen as unique to Leominster. The requests for residents parking are not readily attributable to any one cause such as commuter parking or schools.

Table 3-8: Leominster TRO Requests

Location	Request	Date Request Made
Ridgemoor, Middlemarsh and Cheaton Close	Reduce Speed Limit - 20mph	05/03/12
Townsend Court and Green Lane Leominster	Request for parking restrictions	09/07/15
Ginhall Lane, Leominster	Reduction from National Speed Limit	09/12/15
Rainbow Street, Leominster	Residents' Parking Request	06/03/17
School Road and the Priory, Leominster	Residents' Parking Request	05/04/17
Green Lane and Thomas Court, Leominster	Residents' Parking Request	17/08/17
Worcester Road, Leominster	Residents' Parking Request	17/08/17
Leominster Primary School, Hereford Road	20 mph Zone	18/08/17
Westfield Walk Leominster (parking in front of Laurels Ct)	Waiting restrictions & Double Yellow Lining	13/12/17
Etnam Street	Reduce Speed Limit - 20mph	January 2019

3.8 Stakeholder Workshop

3.8.1 Balfour Beatty Living Places collaborated with Herefordshire Council to hold a workshop with key stakeholders on 12th June 2018 to gain further local perspective on problems and potential solutions. The list of attendees can be found in **Appendix D.**

3.8.2 To help inform the stakeholder workshop BBLP conducted several site visits between May 2018 and June 2018 to identify examples of public realm issues in line with the Leominster Town Plan objectives. This was used to frame discussion with local stakeholders around four themes for discussion, namely: Active Travel; Business Needs & Network Resilience; Safety, Health & Well Being; and the Town Centre.

3.8.3 During the workshop the attendees were split up in to four groups each initially representing one of the above themes. Groups were chosen based on organisations and areas represented by the individuals. The groups were given time to discuss each theme separately and raise issues and improvements related to those themes identified through marking on plans of the Leominster area. Each theme was represented by a member of the BBLP team and that person offered advice and took on board all comments raised. To close the workshop a summary of issues and improvements were discussed as well as the next steps.

3.8.4 The workshop was a success and enabled a better understanding of local concerns for further investigation with feedback on the topics contained in the following sections.

3.8.5 Looking at the stakeholder input to the workshop sample actions included in the Leominster Neighbourhood Development Plan and wider input from current/recent planning discussions, Town Council aspirations, Herefordshire Council officers and Herefordshire Council Ward Member feedback, an initial 47 disparate schemes have been identified for consideration and evaluation. The schemes are further detailed in Section 7 and **Appendix C** alongside a map indicating their location.

3.9 Conclusions

3.9.1 A number of information sources have been reviewed for evidence of the problems being experienced in the town.

3.9.2 The problems identified within this section relating to the concerns highlighted by residents, visitors and businesses within the context of the public realm and transport infrastructure are as follows:

Air quality issues and delay at Bargates

Dealys for freight through the town with resultant loss of time for businesses;

Lack of transport capacity to cater for development

Lack of good quality and coherent cycling and footway network

Poor frequency of bus services

Creating accessible space for all in the town centre;

Supporting those who need to visit the town centre by car;

Reducing short distance car use;

Attracting more visitors and meeting visitors expectations;

Improving the standard of maintenance of public spaces in Leominster;

Making “green space” more accessible for amenity use;

The quality of spaces for recreation and leisure;

Conditions of roads and footways.

3.9.3 These problems can be attributed to the following causes:

Regional importance of the A44 as a former trunk road with a critical role to provide for inter and intra-regional trips that have few alternative strategic route choices that avoid Leominster, thereby resulting in traffic having to pass through the town centre.

Significant number of short distance ‘in town’ car journeys which could be made on foot, by bike or on the bus;

Perception of danger from passing traffic resulting in the use of the car for short distance journeys

Narrow historic streets that were not designed for modern day motorised traffic;

On-street parking and loading which further reduce the available space;

Severance of the town by main through routes, with the impact heightened by the size and nature of the traffic involved especially HGVs and agricultural traffic.

Peak time congestion specifically associated with the Bargates signalised junction.

Financial constraints to fund larger scale works and pressures on localised maintenance budgets due to reduced funds allocated by central government.

4 Plan Objectives

4.1 Policy Review

4.1.1 There are several local policy and national policy objectives that must inform and direct future development in Leominster. They are required to inform any improvement strategy which aims to improve the public realm and transport network. The key aspects of the policies are identified below:

The Herefordshire Local Plan Core Strategy 2011 – 2031:

4.1.2 The Herefordshire Local Plan Core Strategy 2011 – 2031 identifies the need to support Leominster in its role as a thriving service centre to its surrounding rural area. The focus for Leominster will be on meeting housing needs (including affordable housing), reducing the need to travel by private car, promoting sustainable tourism by realising the value of the local environment as an economic asset; as well as providing new employment opportunities to reduce the number of people commuting to work outside of Leominster. Specific policies of note are:

Core Strategy Policy LO1 – Development in Leominster

Leominster will accommodate a minimum of 2,300 new homes throughout the plan period, (2011-2031) of which a minimum of 1,500 dwellings will be provided in a single strategic urban extension to the south-west of the town. The remaining dwellings will be provided through existing commitments, smaller scale non-strategic sites within the existing built up area; those which come forward through the Leominster Neighbourhood Development Plan or sites judged as having development potential which is identified in the Strategic Housing Land Availability Assessment.

The Leominster Enterprise Park will continue to serve the employment needs of Leominster, which will include a further extension of up to 10ha to the south of the enterprise park. The release of the additional land will be phased across the plan period depending upon the availability or otherwise of land within the existing enterprise park.

In Leominster new development proposals will be encouraged where they:

Continue the development of the Leominster Enterprise Park and encourage proposals for suitable small scale employment sites within the town;

Maintain and enhance the viability and vitality of the town centre. Proposals for new retail, leisure or office development of over 400m2 in gross floor space and located outside of the defined town centre will need to be supported by an impact assessment in accordance with the National Planning Policy Framework to determine whether there could be any adverse impacts on the vitality and viability of Leominster town centre;

Ensure that developments do not exacerbate air pollution levels within the designated air quality management area at Bargates;

Ensure that development does not undermine the achievement of water quality targets in accordance with Policy SD3 and SD4; and

Has demonstrated engagement and consultation with the community including the town/parish council.

Core Strategy Policy LO2 – Leominster Urban Extension

Land south west of Leominster will deliver a comprehensively planned sustainable urban extension and will be expected to deliver:

- A minimum of 1,500 new homes at an average density of up to 35 dwellings per hectare comprising a mix of market and affordable house sizes and types that meet the requirements of Policy H3, and the needs identified in the latest version of the Herefordshire Local Housing Market Assessment;
- An affordable housing target of 25% will be required as an opportunity to address the range of homes currently available in the town;
- Leominster relief road linking the Worcester Road roundabout directly to the A44, to help relieve traffic congestion within the town and improve air quality in the Bargates area;
- Small scale neighbourhood retail facilities;
- Potential for employment opportunities as demand arises in the form of use class B1 and live/work units;
- Provision of appropriate community and youth facilities within a community hub;
- Provision of a new 420 place primary school and pre-school facilities;
- Appropriate provision of on-site open space, sports and recreation provision (in addition to Cockcroft hill). This shall include fully accessible semi-natural and natural greenspace; play provision for all age groups, indoor and outdoor sports provision (some of which may be off site); allotments and new orchard planting;
- New green infrastructure walking and cycling links to the town centre, schools, the enterprise park and local public right of way network;
- Retention of the highly sensitive landscape areas and geological features of Cockcroft hill (which encompasses Ryelands Croft) by retaining this site as natural open space;
- Sustainable standards of design and construction;
- A comprehensive sustainable urban drainage system which includes measures such as rain gardens and swales to manage ground and surface water drainage and safeguard against any increased flood risk; and
- An evaluation of the archaeological importance of the area in order to ensure appropriate protection of heritage assets and inform the detailed development proposals.

4.1.3 The previous Unitary Development Plan (2007) had also identified the link road as an important future infrastructure project stating

> Past development plans and this Plan have considered the need for further road infrastructure and in particular a link road west to the A44 at Barons Cross to enable further growth of the town. To assess the effects of proposed development to be included in the UDP, particularly for housing, the Plan has been informed by a Transportation Study. The Study has indicated capacity constraints in terms of the ability of the local transport network to accommodate development. Accordingly the Plan has limited new housing development to acknowledge that constraint. Whilst it is accepted that the Plan's housing policies and proposals are adequate to cater for housing need and demand up to 2011, development beyond that date will be constrained by landscape, environmental issues and by infrastructure. Accepting therefore that land to the south west of the town appears most suited to accommodate longer term future growth within the parameters of established landscape, this will be dependent on the construction of a new road from the B4361 Hereford Road to the A44 south west of Barons Cross. Land that could be subject of this route is referred to as a zone of interest for the benefit of future development investigations beyond the timescale of this Plan to assist longer term planning.

The Local Transport Plan 2016 – 2031:

4.1.4 The Herefordshire Local Transport Plan (LTP) sets the context for transport policy in the county. The LTP has five key objectives:

Enable Economic Growth – by building new roads linking new developments to the transport network and by reducing short distance car journeys.

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.

Promote Healthy Lifestyles – by making sure new developments maximise healthier and less polluting forms of transport including walking, cycling and bus use by delivering and promoting active travel schemes and by reducing short distance single occupant car journeys on our roads.

Make Journeys Safer, Easier and Healthier – 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.

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 access to a car.

4.1.5 The LTP policies of note in the context of Leominster include:

Table 4-1: Herefordshire LTP Key Policy Summary

Policy Reference	Relevance
Policy LTP AM13 The Resilience Network as Part of a Strategic Network	The Council will prioritise maintenance towards a Strategic Network considering Critical Routes and factors of economic importance and safety
Policy LTP PT1 - Supported bus network	In addition supporting a core bus network, support for additional services in order to enhance accessibility, support the economy and encourage modal shift
Policy LTP PT7 – Rail improvements	In progressing transport studies for Leominster and Ledbury we will consider opportunities for improved rail access at the local stations and consider opportunities for securing development contributions towards any improvements in partnership with NR and the TOC responsible for each station;
Policy LTP AM4 Investment in Works that Will Deliver a Return	We will adopt an 'investment and return' ethos, as opposed to simply 'budget and spend' to maximise the potential of our available funds and to support any future bidding opportunities.
Policy LTP PS2 – Countywide Parking Policy	Public off-road parking supply should be appropriate to meet demand, accommodate planned growth and be located in convenient locations accessed by main distributor roads to ensure parked vehicles do not obstruct the public highway. Charges will apply for all off-street parking, unless there is a clearly defined economic reason for providing free parking; and Charges for car parks closer to the centre of the Market Towns are set to encourage short stay and a turnover of spaces to support the local economy with longer term parking allocated to car parks further from the town centres.
Policy LTP FR1 - Managing Freight Movements	We will plan for and enable the efficient movement of freight to, from, through and within Herefordshire whilst, where possible, reducing the negative impacts of freight movements on the environment and our communities. This will include a review of the outcomes of the Marches Strategic Corridor work and the implications for cross border movements, potential access to rail freight and our approach to TAMP
Policy LTP AQ1 - Improving Air Quality	We will aim to reduce air pollution from traffic through measures to manage traffic
Policy LTP ZLV 1 – Zero and Low Emission Vehicles	We will work with transport providers and businesses to encourage the use of more efficient vehicles:
Policy LTP HN1 - Network Capacity Management Hierarchy	Where recurring congestion is an issue we will use our Network Capacity Management Hierarchy to address the problem. **Step 1** - Demand Management. Use smarter choices to promote alternatives to solo car use. **Step 2** - Network Management Specific local congestion issues which can often be improved through improvement, monitoring or enforcement of highway restrictions. **Step 3** - Targeted engineering improvements. Engineering improvements at specific junctions to improve their operational capacity. **Step 4** - Road Widening. Widening the existing highway thereby increasing the capacity of individual highway links. **Step 5** – New Road Building. Construction of new road links and junctions.
Policy LTP SC3 – Sustainable Modes of Travel to Schools Strategy	Through the development and implementation of our SMOTs we will refresh our Safe Routes to Schools scheme programme and continue to encourage schools to develop and review established school travel plans that aim to reduce car use and promote sustainable travel behaviour.
Policy LTP ST1 – Improving the public realm	We will seek to enhance Herefordshire's public realm in a sensitive and sustainable way which will maximise the convenience and comfort of all travellers increasing footfall and enhancing accessibility. This will be achieved by: Design of the public realm to be based on low speed traffic flows reinforced by 20 mph speed limits using the minimum of signage. Promoting a barrier-free public realm, allowing free movement for people with limited mobility and, through the avoidance of pedestrian barriers, excessive street furniture and sudden changes in level. Designing measures that allow the form and patterns of the city centre to be easily read and understood by pedestrians, cyclists and drivers. This will include navigational and guidance clues for people with visual impairment and infrequent visitors to the city such as coach drivers. Clear gateways and transition points will be encouraged that define the boundaries of the public realm. Designing streetscapes as a whole, rather than as a series of separate components. All components of the streetscape, including paving materials, trees and highway signing, will be co-ordinated as far as possible. Minimising energy use through the use of durable and locally sourced paving materials. Decisions on the use of materials and components are likely to have enduring effects on the quality of the locality and its public realm. We will seek to avoid measures that require replacement in the short-term, and seek to promote elements that will minimise the long-term costs and maximise long-term benefits. Designs should reflect the distinctive qualities of Hereford and the market towns, and avoid repetition of standard solutions applied elsewhere. Wherever possible, design principles will be informed by an understanding of the history, context and particular character of the locality.
Policy LTP AT1 - Maintaining and extending our active travel infrastructure	We will maintain, improve and extend our active travel infrastructure so that it is convenient, accessible and attractive to use.
Policy LTP DC1 – Planning for Developments	We will ensure that the impacts of development on the transport network including rail are fully considered and mitigated for new sites or re-development of existing sites.
Policy LTP DC2 – Developer to mitigate the impacts of developments on the transport network	We will ensure that the impact of development on both local and where appropriate wider transport infrastructure and services are fully considered and appropriate enhancements are delivered to ensure accessible, sustainable, safe, environmentally friendly and maintainable developments.

Herefordshire Transport Asset Management Plan

4.1.6 Herefordshire's Transport Asset Management Plan (TAMP) details the way that highway maintenance is delivered within the County. The document details how Balfour Beatty Living Places (BBLP) on behalf of Herefordshire Council will continue to establish and deliver a best value highway service for Herefordshire. Best value for highways is established from the objectives and policies detailed in the Council's Corporate Strategy and Local Transport Plan, as well as user priorities from annual surveys and knowledge gained via locality working.

4.1.7 The TAMP sets out the approach to be used for the lifecycle planning of major assets, such as carriageways. It uses various tools to look ahead at how the asset is likely to deteriorate to inform decisions on the best treatments to deliver improvements relative to the life of the asset to provide value for money and maintain a good state of repair in the long term. The TAMP and asset Lifecycle Plans detail how the established priorities are applied to specific assets in determining maintenance decisions and prioritisation considering the following aspects:

Safety: Provide a safe highway network;

Serviceability: Ensure the serviceability of the highway network;

Affordability: Ensure that maintenance of the highway network remains affordable;

Availability & Accessibility: Allow the highway network to remain available and accessible for all users; and

Protect the Environment: Consider the environmental impact when undertaking maintenance.

Herefordshire Sustainable Modes of Travel to School Strategy (SMOTS) (2017):

4.1.8 The updated SMOTS outlines how the Council proposes to promote and facilitate sustainable travel to schools. The strategy objectives are:

To improve the safety of pupils and parents - through targeted road safety initiatives to educate pupils and by delivering walking and cycling schemes near schools.

To improve the health and well-being of pupils - promote the benefits of sustainable travel through delivery with our partners in public health.

To reduce congestion - by encouraging and facilitating sustainable travel to reduce car use.

Health and Well Being Strategy (2017)

4.1.9 Herefordshire Council's strategy has been developed in accordance with the Health and Social Care Act 2012 to create a five year strategy to deliver long term changes in the overall health and wellbeing of the population. Seven agreed priorities are identified and transport can have a positive role to play in addresses several of these whether directly or indirectly, for example, by enabling access to key support services or social support. The priorities are:

1 - Mental health and wellbeing : and the development of resilience in children, young people and adults

2 - For children: starting well with pregnancy, maternal health, smoking in pregnancy, 0-5 immunisations, breastfeeding, dental health, pre-school checks, children with disabilities,

young offenders, young people not in education, employment or training, looked after children

3 - For older people: quality of life, social isolation, fuel poverty

4 - Impact of housing: fuel poverty and poverty and the impact on health and wellbeing

5 - For adults: long term conditions, lifestyles (alcohol, weight, active lifestyles, smoking prevention, mental health)

6 - Special consideration: reducing health inequalities - people with learning disabilities, carers, returning veterans and armed forces families, the homeless, non-English speaking communities, women - domestic abuse and sexual violence, families with multiple needs, those living in poverty, travellers

7 - Hidden issues: alcohol abuse in older men and women and young mothers

The Marches & Mid Wales Freight Strategy (2018)

4.1.10 The overall aim of the Marches and Mid Wales Freight Strategy is "To ensure the efficient movement of freight in the Marches and Mid Wales while minimising impacts on the environment and residents."

4.1.11 The strategy identified three key issues

The quality of the single carriageway road network and the resulting slow door-to-door journey times and lack of journey time reliability;

Tailbacks and slower journey times due to the number of farm vehicles that use the network to access farms and fields;

Levels of congestion at some junctions and through some towns and cities.

4.1.12 Based on the appraisal some 33 interventions were identified to address the key issues that included 9 major schemes. With regards to Leominster this included a bypass to the southwest of the town allowing east-west traffic on the A44 to avoid the town centre.

4.1.13 The strategy built on earlier work within **The Marches Strategic Transport Corridors Report** (2016) co-ordinated by the Marches LEP (Local Enterprise Partnership) that identified the Leominster Southern Link Road as a priority scheme. It appraised the outcomes as below:

Rationale and Key Outcomes:
Provision of a road from Baron's Cross roundabout to the A44 / A49 Worcester Road roundabout.

Transport connectivity benefits:
(1) Reduces current and forecast traffic congestion on the existing A44 Bargates and the town centre inner relief road.
(2) Enables safer and more efficient access to the Strategic Road Network (A49) both south to Hereford and North towards Ludlow /Shrewsbury from Mid Wales.
(3) Provides a more efficient route to Leominster railway station.

Wider economic benefits:
(1) Enables development of a 1,500 unit strategic urban extension to the south of the town.
(2) Provides better local access to employment areas to the south of Leominster.

Estimated timescale: The full link to be completed by 2025.

Current cost estimate: To be confirmed.

Next steps: Now that the Herefordshire Core Strategy has been adopted, funding and delivery of the road will be closely linked to the development planning process. Accelerated provision of the road infrastructure would be beneficial to rate of housing delivery.

Leominster Neighbourhood Development Plan:

4.1.14 Along with the above policies the Leominster Neighbourhood Development Plan completed a successful referendum was adopted on 22 January 2020. This will mean that the policies of the LANP will become part of the statutory development plan for Herefordshire.

4.1.15 The Neighbourhood Development Plan identifies Leominster's capacity for growth and considers future development opportunities. With proposals for 2,300 new houses in Leominster the Neighbourhood Development Plan will have an impact on how these proposals are delivered.

4.2 Identification of Transport Plan Objectives

4.2.1 Based on the policy review, four policy objective areas have been identified to appraise and prioritise potential interventions namely economic, health (social benefit), safety and efficiency. To bring together the many and varied policy goals four transport strategy objectives have been identified as:

Enable and encourage economic growth through the delivery of more homes and jobs and support for businesses;

Manage and operate an efficient transport network;

Encourage active travel behaviour to improve health, reduce short distance journeys by car within the town and improve air quality; and

Improve safety and quality of experience for visitors, residents and employees.

4.2.2 The table below cross-references these objectives against the policies.

Table 4-2: Alignment of Objectives and Wider Policies

Objectives	Local Transport Plan	TAMP	SMOTS	Health & Well Being Strategy	Neighbourhood Development Plan	Freight Strategy
Enable and encourage economic growth through the delivery of more homes and jobs and support for businesses.	ü	ü	-	ü	ü	ü
Manage and operate an efficient transport network	ü	ü	ü	-	ü	ü
Encourage active travel behaviour to improve health and reduce short distance journeys by car within the town	ü	ü	ü	ü	ü	-
Improves safety and quality of experience for visitors, residents and employees	ü	ü	ü	ü	ü	-

4.2.3 These objectives link back to problems that have been identified, as summarised in the following table:

Table 4-3: Links Between Objectives and Problems

OBJECTIVE	EXAMPLE PROBLEMS
Enable and encourage economic growth through the delivery of more homes and jobs and support for businesses.	A lack of housing to meet forecasted need
	Poor quality public realm in the town centre
Manage and operate an efficient transport network	Lack of capacity and congestion/air quality issues arising at/from the A44 Bargates signalised junction.
	Provision of sufficient network capacity to accommodate development
	Lack of parking at rail station
Encourage active travel behaviour to improve health and reduce short distance journeys by car within the town	Obesity and poor health
	Lack of a coherent, user friendly walking and cycling network
Improves safety and quality of experience for visitors, residents and employees	Number and nature of defects within the public realm
	Collisions and perception of danger

5 Potential Interventions

5.1 Introduction

5.1.1 To address the problems and deliver the strategy objectives a large number of potential "interventions" have been identified through a review of various sources including:

Analysis earlier in this report (section 2 and 3)

Review of development proposals;

Stakeholder workshop;

Findings of previous public realm study.

5.2 Development Related Interventions

5.2.1 There are a number of developments where S106 monies have been collected but not yet used to deliver improvements in Leominster as summarised in the following table totalling circa £150,000. These have been reserved to use against schemes emerging from this study. None of these developer funded works have been progressed awaiting the outcomes of this appraisal to ensure interventions aligned with policy objectives and preferred schemes for the town. Further S106 monies would be anticpated as other developments occur within the town.

Table 5-1: Summary of Development Related Interventions

LOCATION	DESCRIPTION	REF
Police Station, Ryelands Road, Leominster	Transport Contribution	DCNC2006/2202/F
Middlemarsh B4361, Leominster	Highways & Transport Contribution	DCNC2007/0044F
Morrison's Barons Cross Leominster	Contribution towards traffic lighting, air quality, cycle facilities, transport facilities	DCNC2009/0836/F
Primrose Travel Etnam Street Leominster	Transport Contribution - pedestrian/bus provision/SRTS improvements	DMNC/091583/F
Land at rear of the Nook Etnam Street Leominster	Transport Contribution - pedestrian, bus, SRTS roadways and cycleways	DCNC0009/1178/F
40/42 West Street Leominster Herefordshire HR6 8ES	Pedestrian improvements in Burgess Street and Broad Street Leominster; Leominster town centre pedestrian improvements and/or signing and cycle provision; the Safe Routes to school initiative and the development of "Sustrans" national cycle work in Leominster.	DCNC2007/3520/F (supersedes DCNC06/1129/F)
Elmsfield, Laundry Lane, Leominster	Improvement to pedestrian/cycle networks, crossing facilities and improvements to Bargates junction to improve air quality	P140665/F

5.3 Stakeholder Workshop

5.3.1 As discussed above a stakeholder workshop was held to identify problems and solutions for the public realm and transport issues in the town. The workshop considered potential study objectives and the appraisal framework, agreeing the wording as presented in Section 4 as being suitable and right for strategy development.

5.4 Feedback from Ward Councillors

5.4.1 Following the workshop a draft copy of the study was presented to Ward Members and the Town Council Clerk to receive their feedback. This resulted in some changes to the proposed schemes detailed and some additional ones added, namely the management of water from the highway and associated flooding and greening of the public realm including management of existing street trees and future planting.

5.4.2 The Ward and Town Council Members have repeated their desire to see improvements to the condition of the public realm in the town and enhance the condition of streets and footways which are of a varied state of repair.

5.4.3 To fund wider improvements to the town centre capital funds would be required, or applications for grant funding made as opportunities arise e.g. the 2018 budget announcement of the Future High Streets Fund, Heritage Action Zones to improve and revive historic high streets or the former Heritage Lottery Townscape fund.

5.5 Southern Relief Road

5.5.1 The largest scheme considered for inclusion in the strategy is the southern relief road. At present the road is dependent upon delivery of the Sustainable Urban Extension (SUE).

Transport and Air Quality Assessments

5.5.2 To assess the timing and need for the link, high level highway analysis has been undertaken with a view to establish the likely traffic impact of the route and to initially quantify the volume of traffic it could attract and hence reduce traffic at A44 Bargates junction.

5.5.3 To this end three core scenarios have been developed that look at the phased completion of housing sites at Barons Cross along with full and partial completion of the link road. This analysis has demonstrated the significant changes the link road would bring and is fully documented in the separate Technical Notes prepared by WSP on traffic and air quality.

5.5.4 In relation to traffic flow the delivery of the Southern Relief Road would enable interventions in the town centre, which are not achievable without the removal of significant through traffic. The study indicates that the relief road, including traffic generation from the SUE, would enable a 20% reduction in traffic flows on Bargates compared to the baseline. In terms of junction performance at the Bargates junction, as opposed to operating 30% over capacity, the junction would operate 20% within capacity.

5.5.5 The consequential benefit on air quality is that NO2 concentrations would fall to levels within accepted thresholds with modelling predicting the highest concentration to be 27.1 µg/m^3 of NO_2 against the target of 40 µg/m^3 of NO_2. This compares with other scenarios resulting in a maximum level of 42.5 µg/m^3 of NO_2

Funding Options and Possible Routes to Delivery

5.5.6 There have been historic discussions between Homes England and Herefordshire Council to assist in unlocking the development of the SUE so as to enable the authority to deliver the required number of new homes in the County.

5.5.7 In obtaining consent for the construction of a new road the road would require planning permission under the Town and Country Planning Act 1990

5.5.8 The preliminary stages for consent have to identify a number of route options to subsequently assess and present via a public consultation. A preferred route is then chosen and subject to further public consultation before an application is submitted. Further details of the relevant activities necessary are included within Section 8 (Delivery).

5.5.9 If planning permission was obtained for the scheme there would then need to be a separate process of compulsory purchase of the land and possibly the need for Side Roads Orders under the Highways Act 1980.

5.5.10 With regards to funding the link road, if the scheme was not be undertaken by the developer the primary means of funding available at this time are:

Housing Infrastructure Fund (or Home Building Fund)	Government capital grant programme to deliver new homes in England. Funding is awarded to local authorities on a competitive basis, providing grant funding for new infrastructure that will unlock new homes in the areas of greatest housing demand.
Compulsory Purchase Powers	The Authority or Homes England has the power to buy land with a view to stimulate growth and development. The costs would be initially borne by the Council's Capital funds with the future feasibility to reclaim these against from developers as schemes proceed.

5.5.11 It is the intention that the funding could be used as a loan for infrastructure construction which can be reclaimed from developments as they are built out.

5.5.12 To proceed forward with any scheme there are a number of interlinked considerations that will determine the most appropriate route to delivery. These include discussions on:

The route alignment has not been determined and the point of connection at the western end is not clearly defined. Any alignment will need to respond to the local topography as well as the varied landscape, archaeological, ecological and environmental factors.

Road characteristic- whilst it needs to accommodate HGVs to remove these from the town centre, the width and character of the link road needs to be considered including:

Frontage treatment
Junctions
Design speed (national derestricted, or lower 40mph)
Associated pedestrian and cyclist provision

5.6 Public Realm Study

5.6.1 In 2016 BBLP were commissioned to undertake a study into the condition and suggested improvements to the public realm. In order to enhance public spaces within the town and as a result improve the experience for visitors, it was proposed that a programme of public realm improvements be developed. This would consider the following key aspects:

Enhancements to streetscapes, particularly in the town centre

Enhancements to street furniture to achieve consistency, quality and functionality

Enhancements to signage within the town centre area

5.6.2 The quality of the streetscape within the town is a key factor in the experience of residents and visitors. Enhancing the streetscape can provide a significant contribution to the regeneration of streets both through the general appearance but also the opportunity to improve the layout of streets to improve their functionality.

5.6.3 To be able to deliver an improved quality and coherent public space, it is proposed that the improvements be developed on the basis for the Manual for Streets (MfS) principles. First published in 2007, Manual for Streets provides guidance to create residential streets with a greater sense of place. Following on from the first edition, in 2010 Manual for Streets 2 was published to provide guidance for streets in urban areas up to but not including trunk roads.

5.6.4 The principles of MfS in relation to street design are:

Applying a user hierarchy to the design process with pedestrians at the top;

Recognising the importance of community function of streets as spaces for social interaction;

Emphasising a collaborative approach to the delivery of streets;

Promoting an inclusive environment that recognises the needs of people of all ages and abilities;

Using the minimum of highway design features necessary to make the streets work properly.

Creating networks of streets that provide permeability and connectivity to main destinations and choice of routes;

Encouraging innovation with a flexible approach to street layouts and the use of locally distinctive durable and maintainable materials.

Designing to keep vehicle speed at or below 20mph in streets and places with significant pedestrian movement;

Developing street character types on a location specific basis requiring a balance to be struck between place and movement in many of the busier streets;

A locally appropriate balance should be struck between the needs of different user groups;

Reflecting and supporting pedestrian and cyclist desire lines in networks and detailed designs.

5.6.5 MfS was developed to provide a framework for designing streets in residential and urban areas to make them an integral part of urban space rather than a severance to movement and connectivity. They improve the permeability of streets and spaces enhancing accessibility for pedestrians and cyclists. They no longer focus purely on the requirements for motor vehicles. This approach is favoured in the highways industry over the use of the Design Manual for Roads & Bridges (DMRB) in urban areas.

5.6.6 The development of the streetscape needs to be proportionate to the location and the activity undertaken in the street. Implementing schemes with quality materials is costly and so this can only be undertaken in key spaces in the town centre. The level of treatment in different areas can be defined by a streetscape hierarchy. A palette of materials can be developed for each level.

5.6.7 The delivery of streetscape improvements will need to be undertaken over a period of time, both as part of local authority works and where appropriate as part of new private developments. To ensure there is a consistent approach, particularly in the town centre, the hierarchy can form part of a design code document. The code can define the material palette, key layout requirements, together with soft and hard landscaping options.

5.6.8 An initial concept of the street hierarchy is shown on the image below. The extents of each level would need to be developed following a more detailed street audit.

5.6.9 A high level palette of materials for each level of the hierarchy is provided below. It is proposed that a standard palette of paving materials be adopted for the town centre area. The palette will be limited as to provide a coherent streetscape and to promote a more efficient supply for future maintenance stocks. The materials can act as a visual guide to visitors as to the key spaces and town centre area. It can be used to encourage visitors to explore areas beyond the main street through extending materials into side streets.

5.6.10 The final selection of materials will need to be undertaken as part of a more detailed development of a design code and streetscape concepts. It is recommended that given the historic nature of the town centre, the materials are complementary to the colours and materials of the historic buildings. The excessive use of different colours and patterns more typical in larger urban areas should be avoided.

5.6.11 In addition to the use of enhanced materials the improvements to the streetscape should look at the layout of key streets. In line with Manual for Streets, and to improve the accessibility and feel of the streets space for pedestrians should be maximised, with severance caused by vehicle traffic reduced. Such proposals would need to consider the balance in parking demand against enhanced pedestrian space.

5.6.12 Broad Street, High Street and Corn Square are key streets within the town for shopping and pedestrian traffic. As such these areas would benefit greatly from the conversion to shared space, and intermittent pedestrianisation. Corn square is an ideal area for utilisation as an events space and should be promoted as such.

5.6.13 Further to these key streets, paving / materials should be extended partially into side streets and alleys off High Street and Broad Street. This can be used to attract pedestrians to destinations off the main street including Leominster Museum and Leominster Priory Church.

FEATURE	LEVEL 1	LEVEL 2	LEVEL 3
Footways	Natural Stone Footways with Natural Stone Sett detailing	Natural Stone Footways with Natural Stone Sett detailing	Black Asphalt footpaths
Carriageways	Coloured asphalt, or natural stone paving	Black Asphalt	Black Asphalt
Kerbs	Granite Kerbs	Conservation Kerbs	Concrete Kerbs
Features	Natural stone squares, junction features, crossing features and gateways	Natural stone crossing features.	None

Figure 11: Initial Street Hierarchy Concept

6 Intervention Scoring Framework

6.1 Introduction

6.1.1 The interventions and options have been assessed against three main criteria:

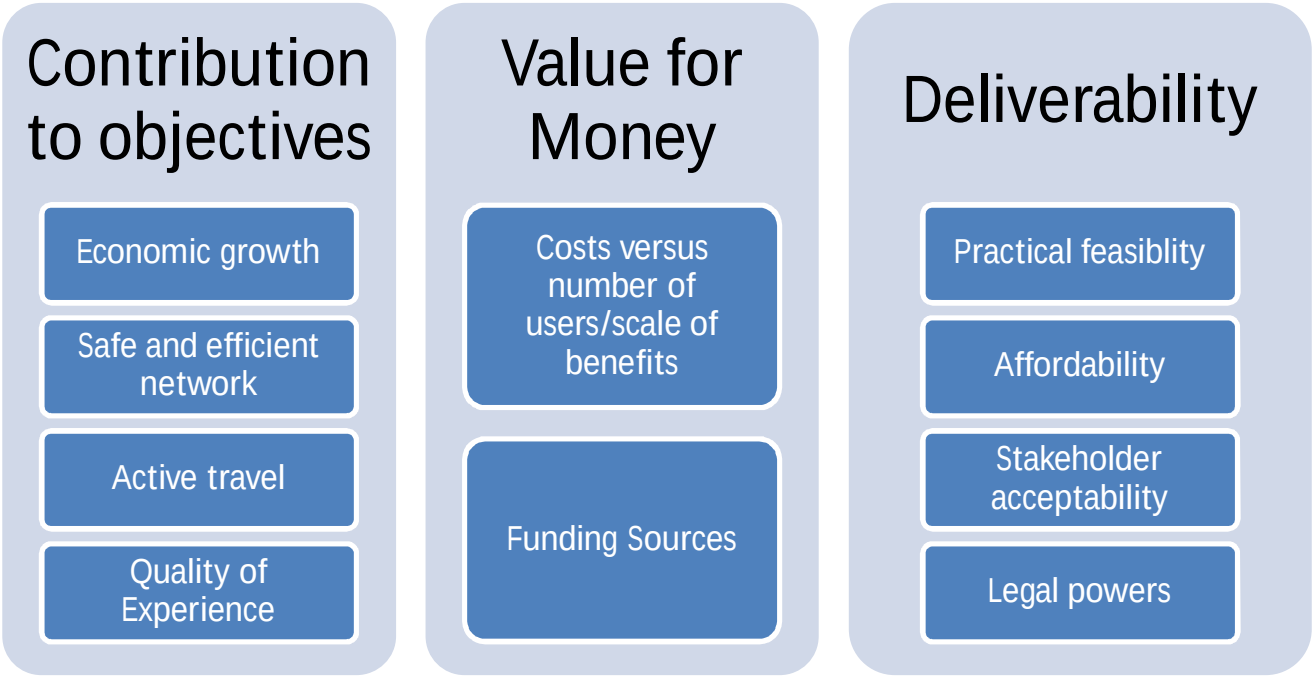
Contribution to the strategy objectives;

Value for money; and

Deliverability.

6.1.2 Figure 1 summarises the individual elements which make up the criteria.

Figure 11: Scoring Criteria



6.2 Scoring Framework

6.2.1 The schemes have been assessed using a RAG (Red/Amber/Green) scoring system against criteria under the following categories:

Contribution to objectives – Based on Local Transport Plan, Town Plan and Core Strategy and other objectives, four areas of interest have been identified. These cover economic, safety, efficiency and social (health) issues.

Deliverability – The ability to provide the suggested improvement has been assessed against legal, financial, technical and stakeholder matters.

Value for Money – these represent a balance between cost and number of users i.e. a proxy for cost/benefit ratio and whether the scheme is directly funded by development. Scheme pricing has been based on initial estimates related to past similar schemes.

6.2.2 The approach to producing the scores has been to use a mix of available evidence (for example from the traffic surveys and collision data), stakeholder feedback, local knowledge of transport conditions and professional judgement (which includes experience from other areas).

6.2.3 Each intervention is assessed against the same objectives. Furthermore this assessment considers the contribution of each intervention on its own (i.e. not taking into account other interventions that could also be implemented). The maximum possible scores against each of the criteria are as follows:

Contribution to objectives: 8

Deliverability: 8

Value for money: 4 – doubled to 8 to provide an even scoring across the three criteria.

6.2.4 Therefore the maximum possible score for any intervention is 24. Whilst total score is an important indicator of whether an intervention is worth pursuing, scores for the individual criteria are also important in their own right. If an intervention has a particularly low score against one such criterion – especially deliverability – then the case for implementation may be seriously weakened.

6.2.5 Table 6.3 identifies the interventions and their respective rank from 1 being the highest scoring down to 47, the lowest scoring intervention. Note as some schemes scored identically there are multiple interventions with the same rank. Where this is the case, rank order has been subsequently afforded by the number of criteria within which a maximum score was awarded.

Table 6-1: Scheme Assessment Scoring Criteria

Category	Ref	Description
Contribution to Objectives	**O1**	Enable and encourage economic growth through the delivery of more homes and jobs and support for businesses.
	O2	Manage and operate an efficient transport network.
	O3	Encourage active travel behaviour to improve health and reduce short distance journeys by car within the town.
	O4	Improves safety and quality of experience for visitors, residents and employees
Deliverability	**D1**	Technical / practical feasibility
	D2	Affordability / funding availability
	D3	Stakeholder acceptability
	D4	Legal powers
Value for Money	**V1**	Value For Money
	V2	Third Party Funding Available

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Table 6-2 Scheme Scoring Framework

	Ref	Description	GREEN (+2)	AMBER (+1)	NEUTRAL (0)	RED (-1)
Contribution to Objectives	O1	Enable and encourage economic growth through the delivery of more homes and jobs and support for businesses.	Scheme is of direct relevance to a planned development or supports the wider economic vitality of the town	Scheme has an indirect connection to a planned development or only offers little support to the wider economic vitality of the town	Scheme has no obvious relevance to a planned development or in support of the wider economic vitality of the town	Scheme has the risk of damaging the delivery of a planned development or could harm the wider economic vitality of the town
	O2	Manage and operate an efficient transport network.	Scheme enhances the ease of movement within and around the town	Scheme enhances the ease of movement within and round the town for a limited number of users.	Scheme could enhance the travelling conditions for some users, but to the detriment of others	Scheme impedes the ease of movement within and around the town
	O3	Encourage active travel behaviour to improve health and reduce short distance journeys by car within the town.	Scheme has a direct improvement for active travel	Scheme has an indirect benefit to active travel	The scheme has no discernible impact on enhancing active travel	Scheme could dissuade active travel through enhancing the ease of travel by car to the detriment of those walking, cycling or using public transport
	O4	Improves safety and quality of experience for visitors, residents and employees	Scheme enhances safety for users of the wider public realm	Scheme has some limited improvement to the safety of users i.e. to a small numbers or users, or a very localised benefit	The scheme has no discernible impact on the safety of the travelling public	Scheme could increase the risk of a collision or accident to the travelling public
Deliverability	D1	Technical / practical feasibility	Scheme can be built/undertaken with no abnormal constraints or limitations	The scheme requires some technical issues to be addressed or overcome	The scheme requires technical issues to be addressed that perhaps would not represent a preferred solution e.g. a departure from a highway standard	There are clear and apparent technical difficulties to overcome to deliver the scheme
	D2	Affordability	Funding is readily available for the scheme	There is no immediate funding source identified, but it is expected monies could be readily secured	There is no immediate funding source identified, and whilst monies may be secured, this is subject to third parties (e.g. grant application) or changed priorities	There is no expectation to secure funding for the scheme
	D3	Stakeholder acceptability	Scheme is supported by a wide cross-section of stakeholders	Scheme would not be supported by some stakeholders or a small portion of the public	Scheme typically generates an apathetic response	Key statutory stakeholders or a wide cross section of the public would not support the scheme
	D4	Legal powers	Scheme requires no additional permissions	Scheme requires a common third party process (e.g. TRO or planning) with associated risks	Scheme requires some additional legal matters with increased timeline and risks to be addressed e.g. land purchase	Scheme requires a third party process with little chance of success or agreement being reached e.g. third party land take
ue for Money	V1	Value For Money	There is benefit to a wide range of users from across a wider area, relative to the cost invested i.e. a positive Benefit to Cost Ratio	There is some benefit to certain users, limited either geographically or by user	There is no noticeable benefit derived relative to the amount invested	The cost of works is extremely disproportionate to the benefit
	V2	Third Party Funding Available	Direct funding and construction by developer e.g. S.278 works	Funding from third party, but works to be undertaken by others with some risk to delivery e.g. S.106	Funding potentially available, but subject to bidding process	No third party funding expected

Table 6-3: Initial Scheme Scoring Appraisal

Ref	Description	O1	O2	O3	O4	D1	D2	D3	D4	V1	V2	Total	Rank
36	Renewing of road marking at junctions;	1	2	1	1	2	2	1	2	2	0	16	1
41	Pedestrian wayfinding signage review	1	1	2	2	2	1	1	2	2	0	16	2
2	Upgrade and extension of existing footway to shared use between Hereford Road 30mph terminal to S & A Group site (1000m)	1	2	2	2	1	1	1	2	1	1	16	3
29	Assessment and improvement to pedestrian crossings town wide, focused on A44, Barons Cross and Mill Street	2	2	2	2	1	1	1	1	1	1	16	4
8	Refurbishment to Herefordshire Trail	0	1	2	2	2	2	2	2	1	0	15	5
48	School Travel Plan Review and Actions	1	2	2	2	2	1	1	2	1	0	15	6
1	Review of existing cycle route condition	1	2	2	2	2	1	1	2	1	0	15	7
25	Construction of Southern Relief Road	2	2	1	1	2	0	1	0	2	1	15	8
30	Upgrade to existing zebra crossing on Bridge Street	2	2	2	2	1	1	1	2	1	0	15	9
35	Assessment of signage at A44 / A49 roundabout	1	2	1	1	1	2	1	2	2	0	15	10
4	Reroute quiet cycle route along Newlands Road avoiding Westfield Walk	0	0	2	2	2	2	1	1	2	0	14	11
43	The Grange green area refurbishment / development	2	0	1	2	1	1	1	2	1	1	14	12
47	Greening of public realm	2	1	1	2	1	1	1	1	1	1	14	13
6	Introduction of contra-flow cycle lane on Broad Street	1	2	2	2	0	1	2	1	1	0	13	14
28	Manage high levels of HGV movements (Freight Quality Partnership)	1	2	1	1	2	1	1	2	2	-1	13	14
19	Introduction of no waiting TRO on Southern Avenue / Worcester Road	0	1	2	1	2	1	0	2	1	1	13	16
3	30MPH TRO on Ginhall Lane, introduction of traffic calming features (1500m)	0	1	2	1	1	2	1	1	1	1	13	17
7	Shared space layout on High Street / Victoria Street / Corn Street / Corn Square	2	1	1	2	1	1	1	1	1	0	12	18
39	Part time pedestrian zone for High Street and Corn Square – Corn Square utilised as event space	2	1	1	2	1	1	1	1	1	0	12	18
24	Free parking outside of town – park and ride	2	2	2	1	0	0	1	1	0	1	11	20
5	Remodelling of road junction between Bridge Street and Mill Street	1	1	2	2	0	1	1	1	1	0	11	21
11	Improve pedestrian access to Rail Station	1	1	2	2	1	1	1	0	1	0	11	21
42	Town wide 20MPH TRO	1	0	2	2	1	1	1	1	1	0	11	21
32	Etnam Street traffic calming	1	1	2	2	1	1	1	1	0	0	10	24
13	Shuttle service between Rail Station and Bus Station	1	1	2	2	1	0	1	0	1	0	10	25
18	Introduction of no waiting / loading TRO on Hereford Road / South Street during school pick up and drop off times	0	1	2	1	2	1	0	1	1	0	10	25
21	Remove existing flooding issue on Southern Avenue	0	1	1	1	1	1	1	2	1	0	10	27
38	Remodelling of junction between Pierrepont Road and Green Lane	0	1	1	1	1	1	1	2	1	0	10	27
37	Installation of bollards at The Priory pedestrian access	1	1	1	1	1	1	1	1	1	0	10	29
15	Additional bus links to adjoining market towns required	1	1	1	1	1	0	1	0	1	1	10	30
16	Evening bus services	1	1	1	1	1	0	1	0	1	1	10	30
20	Introduction of height restriction TRO on High Street / Corn Square	0	0	0	2	2	2	1	2	0	0	9	32
31	A44 West traffic calming	0	1	2	1	1	1	0	1	0	1	9	33
27	Introduction of one way route along Westfield Walk	0	1	1	1	1	1	1	1	1	0	9	34
33	Ginhall Lane traffic calming	1	1	1	1	1	0	1	1	0	1	9	34
34	Barons Cross traffic calming	1	1	1	1	1	0	1	1	0	1	9	34
12	Bus routes required to stop at Rail Station	0	1	1	1	1	1	1	0	1	0	8	37
14	Bus service to terminate at Earl Mortimer School	0	1	1	1	1	1	1	0	1	0	8	37
40	Increase in number of car parking in the town centre	2	1	0	2	0	0	1	1	0	0	7	39
9	Further car parking for the Rail Station	1	1	1	1	0	0	1	0	0	1	7	40
26	Improvement measures to car parks	1	0	0	0	1	1	1	1	1	0	7	40
46	Flooding of properties from highway	0	1	0	1	1	0	1	1	1	0	7	40
45	Last mile drop warehouse on industrial estate for deliveries into town centre	1	2	0	1	1	0	0	1	1	-1	6	43
10	Increase dropping of capacity and layout at Rail Station	0	1	1	0	1	0	1	0	0	1	6	44
17	Remodelling of Leominster Primary School parking layout	0	1	0	1	0	1	1	0	0	1	6	44
22	Town wide residents parking TRO	0	0	1	0	1	1	1	1	0	0	5	46
44	Removal of taxi parking at West Street / Corn Square	0	0	0	0	1	1	0	1	0	0	3	47
23	Town wide weight restriction TRO	-1	0	0	1	0	0	1	1	0	0	2	48

*Note Value for Money Scores have been doubled in summing the total

7 Intervention Assessment Scoring

7.1 Intervention Scores

7.1.1 Table 7-1 summarises the scores for the individual interventions and further details with regards to likely action, cost, funding, timeframe and next steps.

7.1.2 The scale of costs associated with the intervention is based on an approximation of similar schemes elsewhere and is not a fully detailed estimate. It includes an allowance for professional fees, land, compensation, and maintenance costs based on a simple banding structure of

£ Up to circa £50,000

££ Above £50,000, but likely to be less than £100,000

£££ In excess of £100,000.

£££+ In excess of £1M.

7.1.3 Funding sources for identified schemes have been noted as the following:

AP – BBLP's Annual Plan

S106 – Developer funding

Grant – third party funding sources such as DfT, Homes England, Local Enterprise Partnerships, Network Rail or similar bidding opportunities as they arise

Capital – other Herefordshire Council funds example property or reserves/prudential borrowing

7.1.4 Indicative timeframes have been estimated based on the following:

Short Term, scheme scores well. Ability to deliver within HC/BBLPs control (1-2 years)

Medium Term, whilst scheme scores reasonably well, nature of the proposal involves third party discussions or processes which will take time to resolve (2-5 years)

Long Term- low priority or longer term scheme depending on funding and third parties to progress (5 years plus)

Table 7-1: Summary Intervention Appraisal

Ref	Intervention/Issue	Potential Action	Scale Of Cost	Contribution To Objectives	Value For Money	Deliver-Ability	Total Score	Rank	Funding Source?	Timeline (Short/Med/Long Term)	Next Steps
36	Renewing of road marking at junctions including Hereford Road / Owen Way and B4529 / Buckfield Road	Renewing of existing road marking at junctions to improve visibility	£	5	7	2	14	1	AP	Short	Consider sites within Annual Plan
41	Pedestrian wayfinding signage review	Review to be carried out to identify gaps and required improvements to signage	££	6	6	2	14	2	AP/S106	Short	Undertake a focussed study and prepare improvement proposals
2	Upgrade and extension of existing footway to shared use between Hereford Rd 30mph to S & A Group site (1000m)	Works to improve cycle link between Leominster Town and large agricultural employer S & A Group	££	7	5	2	14	3	AP/S106	Short	Undertake a focussed study and prepare improvement proposals
29	Assessment and improvement to pedestrian crossings town wide, focused on; A44, Barons Cross and Mill Street	No specific schemes identified, further review required	££	8	4	2	14	4	AP/S106/ Grant	Short	Undertake a focussed study and prepare improvement proposals
8	Refurbishment to Herefordshire Trail	Enhance existing network of paths to improve access and usability for pedestrians and cyclists, improvements including removal of vegetation, upgrading of footway surface and improvements to lighting	£££	5	8	1	14	5	AP/S106/ Grant	Short	In conjunction with No.1, look to work with partners to identify schemes
48	School Travel Plan Review and Actions	Review/prepare school travel plans to identify actions and subsequent implementation	££	5	8	1	14	6	AP/S106/ Grant/Capital	Short	Instigate review with schools in line with SMOTS
1	Review of existing cycle route condition	No specific schemes identified, further review required	££	0	7	6	2	7	AP/S106	Short	Integrate with SMOTS, and look to work with partners to identify schemes
25	Construction of Southern Relief Road	New link to connect the A44 west of Leominster to Southern Avenue (thereby removing through trips from Bargates and town centre)	£££+	6	5	3	14	8	AP/Capital/ Grant	Short to Long Term	Undertake ongoing dialogue with partners to establish a route to delivery and commence works necessary to support such activities as required.
30	Upgrade to existing zebra crossing on Bridge Street	Upgrade of existing crossing to pelican, to include assessment of location and layout	£	8	5	1	14	9	AP/S106 /Grant	Short	Undertake a focussed study and prepare improvement proposals
35	Assessment of signage at A44 / A49 roundabout	Assessment to identify whether existing signage is affecting visibility at the roundabout	££	5	6	2	13	10	AP/S106/	Short	Pass concerns to Highways England to review as part of any junction works
4	Reroute quiet cycle route along Newlands Road avoiding Westfield Walk	Signage, road markings and literature to be amended to direct cyclists to avoid unsuitable Westfield Walk	£	4	6	2	12	11	AP/S106	Short	In conjunction with No.1, look to work with partners to identify schemes
43	The Grange Green area refurbishment / development	No specific schemes identified, further review required	££	5	5	2	12	12	AP/S106/ Grant	Medium	Need to understand opportunities and nature of suitable works
47	Greening of public realm	Need to assess potential and funding for improvements.	££	6	4	2	12	13	AP/S106 /Grant	Medium	Scheme can be introduced as funds and suitable sites allow
6	Introduction of contra-flow cycle lane on Broad Street	Alterations to road alignment, signage and road markings to introduce a contra-flow cycle lane	£	7	4	1	12	14	AP/S106/ Grant	Medium	In conjunction with No.1, look to work with partners to identify schemes in parallel with wider town centre works
28	Manage levels of HGV traffic	Investigate possible Freight Quality Partnership	£	12	6	1	12	14	Grant/Private	Medium	Possible County wide forum as proposed for Bromyard
19	Introduction of no waiting TRO on Southern Avenue / Worcester Road	Introduction of TRO to remove HGV waiting issue	£	4	5	2	11	16	AP/S106	Medium	Consider in TRO planning

Ref	Intervention/Issue	Potential Action	Scale Of Cost	Contribution To Objectives	Value For Money	Deliver-Ability	Total Score	Rank	Funding Source?	Timeline (Short/Med/Long Term)	Next Steps
3	30MPH TRO on Ginhall Lane, introduction of traffic calming features	Speed reduction and traffic calming to develop new quiet route for cyclists	££	4	5	2	11	17	AP/S106	Medium	Consider in TRO planning
7	Shared space layout on High Street / Victoria Street / Corn Street / Corn Square	Alterations to road alignment and street layout in order to introduce shared space	£££	6	4	2	12	18	AP/S106/ Grant	Medium	Need to identify funding options to progress design works
39	Part time pedestrian zone for High Street and Corn Square – Corn Square utilised as event space	Introduction of intermittent pedestrian zone TRO for High Street and Corn Square	£££+	6	4	1	11	18	AP/S106/ Grant	Medium	Short term identification of funding requirements
24	Free parking outside of town – park and ride	Development of car park and bus service within the industrial area	£££	7	2	1	10	20	AP/S106/ Grant	Medium	Investigate options for using employment sites at weekends
5	Remodelling of road junction between Bridge Street and Mill Street	No specific scheme identified, works would be to improve cyclists use of the junction	£	6	3	1	10	21	AP/S106	Short	Undertake a focussed study and prepare improvement proposals along with No.1
11	Improve pedestrian access to Rail Station	Alterations to car park layout including kerbing, road markings and signage	££	6	3	1	10	21	AP/S106/ Grant	Medium	Work with network rail and local land owners to assess opportunities
42	Town wide 20MPH TRO	Introduction of 20MPH TRO throughout town including residential areas	£££	5	4	1	10	21	AP/S106	Medium	Time required developing such a scheme. Phased implementation may be more appropriate to key estates that have easily managed points of entry/exit
32	Etnam Street traffic calming	Further investigation required	££	6	4	0	10	24	AP/S106	Medium	Further investigation would be needed to examine consequences and manage traffic
13	Shuttle service between Rail Station and Bus Station	Further consultation with bus service providers required	££	6	2	1	9	25	S106/Grant	Medium	Public transport team to consider demand in contract reviews
18	Introduction of no waiting / loading TRO on Hereford Road / South Street during school pick up and drop off times	Introduction of TRO to reduce congestion during school pick up and drop off times	£	4	4	1	9	25	AP/S106	Medium	Work with school travel plan, SMOTS and TRO team through AP
21	Remove existing flooding issue on Southern Avenue	Flooding has been identified at two location on Southern Avenue, further investigation required	£	3	5	1	9	27	AP/Grant/ Capital	Medium	Further investigation required to confirm cause/solution
38	Remodelling of junction between Pierrepont Road and Green Lane	Realignment of existing junction including kerbing, road markings and signage to enforce ‘No Left Turn’ restriction	££	3	5	1	9	27	AP/S106	Short	Scheme can be readily examined
37	Installation of bollards at The Priory pedestrian access	Installation of bollards and signage to stop motorised vehicles using pedestrian access	£	4	4	1	9	29	AP	Short	Scheme readily deliverable
15	Additional bus links to adjoining market towns required	Further consultation with bus service providers required	££	4	2	2	8	30	S106/Grant	Medium	Public transport team to consider demand in contract reviews
16	Evening bus services	Further consultation with bus service providers required	££	4	2	2	8	30	S106/Grant	Medium	Public transport team to consider demand in contract reviews
20	Introduction of height restriction TRO on High Street / Corn Square	Introduction of TRO to reduce damage to buildings by high vehicles	£	2	7	0	9	32	AP	Medium	Consider in TRO planning and town centre scheme design
31	A44 West traffic calming	Further investigation required	££	4	3	1	8	33	AP/S106/ Grant	Long	In conjunction with SLR
27	Introduction of one way route along Westfield Walk	One way TRO to Westfield Walk to reduce rat running and congestion	£	3	4	1	8	34	AP	Medium	Further investigation would be needed to examine consequences and manage traffic
33	Ginhall Lane traffic calming	Further investigation required	££	4	3	1	8	34	AP/S106/ Grant	Long	Further investigation would be needed to examine consequences and manage traffic

Ref	Intervention/Issue	Potential Action	Scale Of Cost	Contribution To Objectives	Value For Money	Deliver-Ability	Total Score	Rank	Funding Source?	Timeline (Short/Med/Long Term)	Next Steps
34	Barons Cross traffic calming	Further investigation required	££	4	3	1	8	34	AP/S106/Grant	Long	In conjunction with SLR
12	Bus routes required to stop at Rail Station	Further consultation with bus service providers required	£	3	3	1	7	37	Private/Grant	Long	Public transport team to consider demand in contract reviews
14	Bus service to terminate at Earl Mortimer School	Further consultation with bus service providers required	££	3	3	1	7	37	S106/Grant	Long	Public transport team to consider demand in contract reviews
40	Increase in number of car parking in the town centre	No specific schemes identified, further review required	£££	5	2	0	7	39	AP/S106/ Capital/Grant	Long	Long term view required on parking supply in the town centre and funding for any additional space
9	Further car parking for the Rail Station	Development of new car parks, potential sites have been identified	£££	4	1	1	6	40	AP/S106/ Grant	Long	Work with network rail and local land owners to assess opportunities
26	Improvement measures to car parks	Improvements to include up to date ticket machines, pay on exit, mobile payments	££	1	4	1	6	40	AP/Capital	Long	Car park services to review and consider opportunities for improvements
46	Flooding of properties from highway	Work required identifying properties at risk. Sites should be flagged to relevant officers for consideration.	£££+	2	3	1	6	40	AP/S106/ Grant	Long	Highway authority has a duty to manage flooding and specific sites need to be identified for investigation
45	Last mile drop warehouse on industrial estate for deliveries into town centre	Further review required	£££+	4	2	1	7	43	S106/Grant	Long	Significant co-operation and management needed, perhaps not appropriate for a town the size of Leominster
10	Increase dropping of capacity and layout at Rail Station	Alterations to car park layout including kerbing, road markings and signage	£££	2	2	1	5	44	AP/S106 /Grant	Medium	Work with network rail and local land owners to assess opportunities
17	Remodelling of Leominster Primary School parking layout	Alterations to parking layout to improve pick up and drop of facilities	£££	2	2	1	5	44	Capital	Long	Focus is recommended to be on travel planning activities to reduce on site demand
22	Town wide residents parking TRO	Introduction of TRO to remove overflow parking from town centre and Rail Station	£££	1	4	0	5	46	AP	Long	No obvious demand at this time to progress
44	Removal of taxi parking at West Street / Corn Square	Conversion of taxi parking bays to multi use bays	£	0	3	0	3	47	AP/S106/ Grant	Long	Whilst achievable in a shorter timeframe, low scoring at this time
23	Town wide weight restriction TRO	Introduction of TRO to remove high levels of HGV traffic, could be in conjunction with future bypass	££	0	2	0	2	48	AP/S106/ Grant	Long	Scheme dependent upon delivery of Southern Relief Road

8 Delivery

8.1.1 Potential enhancements within Leominster have been identified and an initial assessment of their suitability to contribute to the town's future transport network and planned growth and continued economic development undertaken.

8.1.2 The above summary has assessed 47 different interventions to help deliver the identified objectives of this transport plan. Of those a number have been identified for immediate action, or further refinement to allow their implementation.

8.1.3 Based on the scoring criteria there are several schemes that could progress with a suite of measures in the town centre, and some others that will be dependent upon their progress through the planning system. The following table has aggregated these schemes into bundles to identify how they can be implemented

8.1.4 Where funding has not been identified further work will be required to detail and scope more fully the nature of the potential works and conversations started with key stakeholders to secure support and clarity on which should be implemented.

8.1.5 Based on the appraisal and works necessary/undertaken to date the following would appear to be those requiring ongoing works to identify scope and agree a way forward. They represent schemes that would be of benefit to the wider town, have scored well in the assessment, but are not solely identifiable as being attributable to any one development, or would benefit from a combined funding stream to ensure their delivery.

Table 8-1: Suggested Next Steps Work Packages

Package	Schemes	Next Steps
A	1,2,4,5,6	Collection of cycle improvements to be supported by funding from S106 packages
B	8	Refurbishment to Herefordshire Trail – to be linked with PROW network improvement plan works and package A above
C	29/30	Crossing review and suitability of type and location. Linked with Package A
D	38	Remodelling of junction to manage abuse of TRO
E	41	Pedestrian signage review – Leominster Town Council to partner
F	25	Construction of Southern Relief Road. This appraisal and associated studies has shown the benefits that could be achieved through this major scheme. As outlined in Section 5 work is required to establish the programme and costs of tasks to identify a preferred route, obtain planning consent and design the scheme prior to delivery. Table 8.2 outlines the illustrative programme of works necessary to take this forward
G	7	Town Centre enhancement works. In accordance with the LTP, key improvements within the market towns include public realm improvements alongside reviewing the requirements set out in the Core Strategy and Neighbourhood plans. Focussed improvements to enhance Corn Square and the associated core shopping streets requires capital funding as yet identified, whilst public engagement on the design and priority for these spaces also needs to be secured.

Table 8-2: Illustrative Programme of Works – Leominster Southern Relief Road

	Stage			
Phase	Corridor Study	Outline design	Planning application	Post Planning
WebTAG requirements	Stage 1 (5-9)	OAR ASR Strategic Environmental Assessment		Business case (funding source dependent)
Scope of Works and Activities	Topographical survey (developer might be able to supply) Desktop studies inc: Ecology Geotechnical, Flood/Hydrology, Heritage/Archaeology, Agricultural Quality Noise, Air Land referencing Access strategy and road typology	Highway alignment/preferred route Intrusive ground investigation Ecology Flood modelling and drainage design Transport assessment EA screening, equality and health assessment Economic assessment and costing (business case)	Full planning application suite of reports and plans Environmental Assessment	Consents Detailed design, diversions Possible land assembly
Decisions Required	Funding approval Road typology	Preferred Route	Planning	Possible CPO
Consultation	Corridor Assessment	Preferred Route	Planning	
Estimated Duration	9-12 months	9-12 months	6-12 months+	9 months till construction start Possibly 18-24 construction period
Comments	Require third party support for surveys	Compensation costs for farm access/impact	Could be subject to inquiry	

9 Conclusions and Recommendation

9.1.1 The purpose of this study is to establish the existing transport issues within Leominster to identify schemes for implementation which would assist in the delivery of Herefordshire Council and Leominster Town Council objectives.

9.1.2 Based on data including traffic flows and collision records, site walkovers and consultation with local businesses and stakeholders, a list of interventions was identified which would address the problems.

9.1.3 The identified interventions have focused on issues around public realm condition, reducing congestion, improving air quality, enhancing cyclist and pedestrian facilities and bus services, alongside parking and traffic management. The delivery of interventions that respect the historic nature of the town has shaped the possible measures that can be implemented to address local issues.

9.1.4 The appraisal has used a scoring framework taking into account their ability to provide a solution, their cost and deliverability. From this appraisal priority can be afforded to those interventions most readily deliverable from identified funding. Many of these are seen as complementary and could be implemented as a package of small schemes rather than standalone measures as detailed in **Table 8.1**. These focus on those independent of any planning application and hence are deliverable by Herefordshire Council as the lead organisation in partnership with key stakeholders.

9.1.5 It is recommended that the activities set out in Table 8.1 are taken forward for delivery.

10 Glossary

Heavy Goods Vehicles:

Classed as OGV1, OGV2 and PSV (see also Vehicle Classifications)

Light Vehicles:

Classed as Car, Light Goods Vehicles, Motor Cycles or Pedal Cycles (see also Vehicle Classifications)

Vehicle Classifications:

Industry Standard classification as per the Design Manual for Roads and Bridges

Pedal Cycles
Motorcycles
Car
Light Goods vehicles i.e. van
Public Service Vehicles (PSV)
Ordinary Goods Vehicles 1 (OGV1)
Ordinary Goods Vehicles 1 (OGV2)

Commercial vehicle (cv)	cv class*	cv category
	Buses and Coaches	PSV
	2-axle rigid	OGV1
	3-axle rigid	
	3-axle articulated	OGV2
	4-axle rigid	
	4-axle articulated	
	5-axle articulated	
	6 (or more) -axle articulated	

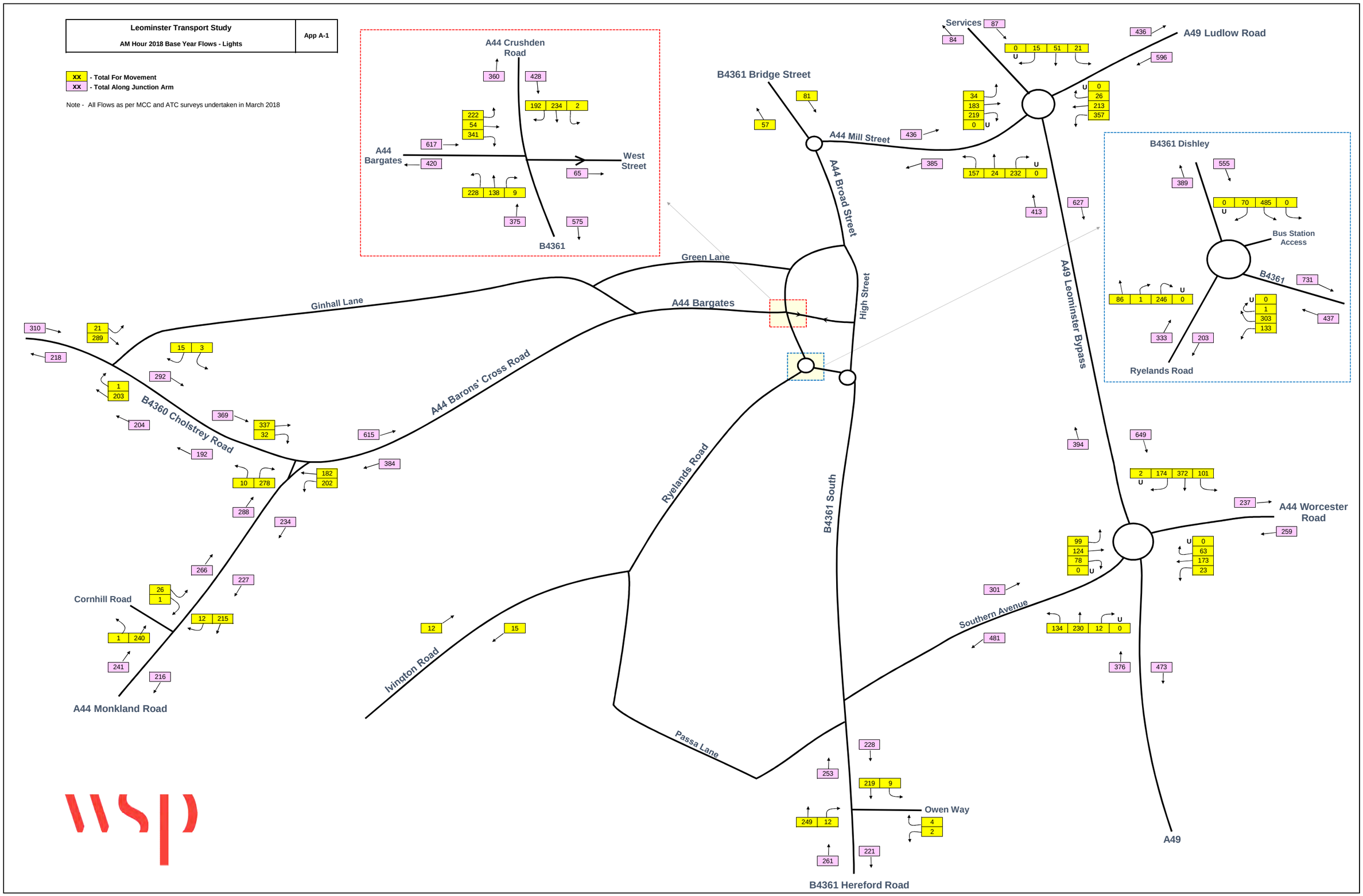
Appendix A

RECORDED TRAFFIC FLOWS

Leominster Transport Study	App A-1
AM Hour 2018 Base Year Flows - Lights	

XX - Total For Movement
XX - Total Along Junction Arm

Note - All Flows as per MCC and ATC surveys undertaken in March 2018



Leominster Transport Study

AM Hour 2018 Base Year Flows - Heavies

App A-2

XX - Total For Movement
XX - Total Along Junction Arm

Note - All Flows as per MCC and ATC surveys undertaken in March 2018

A44 Crushden Road
A44 Bargates
West Street
B4361
B4361 Bridge Street
A44 Mill Street
A44 Broad Street
High Street
Green Lane
Ginhall Lane
A44 Barons' Cross Road
B4360 Cholstrey Road
Cornhill Road
A44 Monkland Road
Ryelands Road
Ivington Road
Passa Lane
B4361 South
B4361 Hereford Road
Services
A49 Ludlow Road
B4361 Dishley
Bus Station Access
Ryelands Road
A49 Leominster Bypass
A44 Worcester Road
Southern Avenue
Owen Way
A49

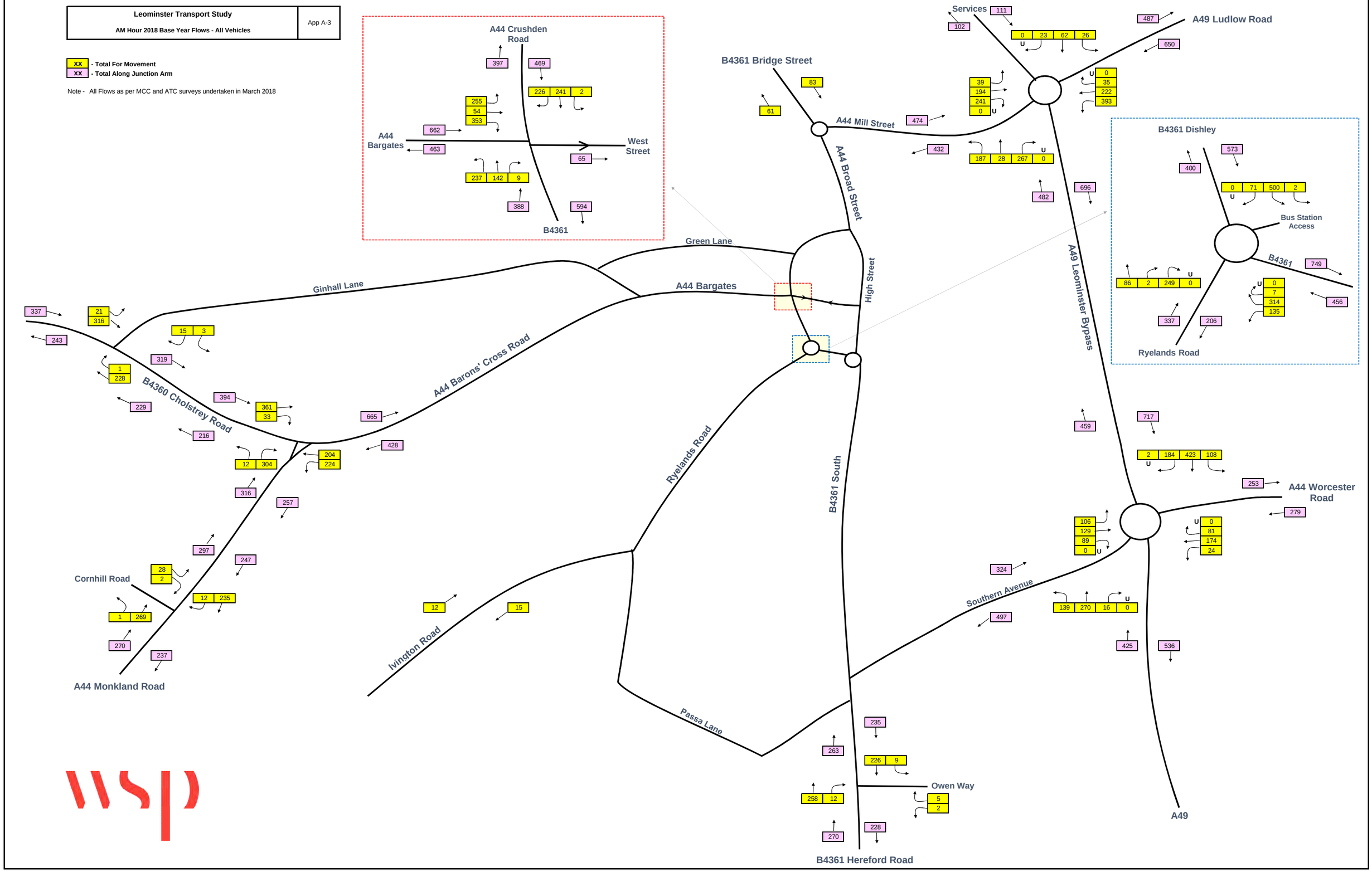
Leominster Transport Study

AM Hour 2018 Base Year Flows - All Vehicles

App A-3

XX - Total For Movement
XX - Total Along Junction Arm

Note - All Flows as per MCC and ATC surveys undertaken in March 2018



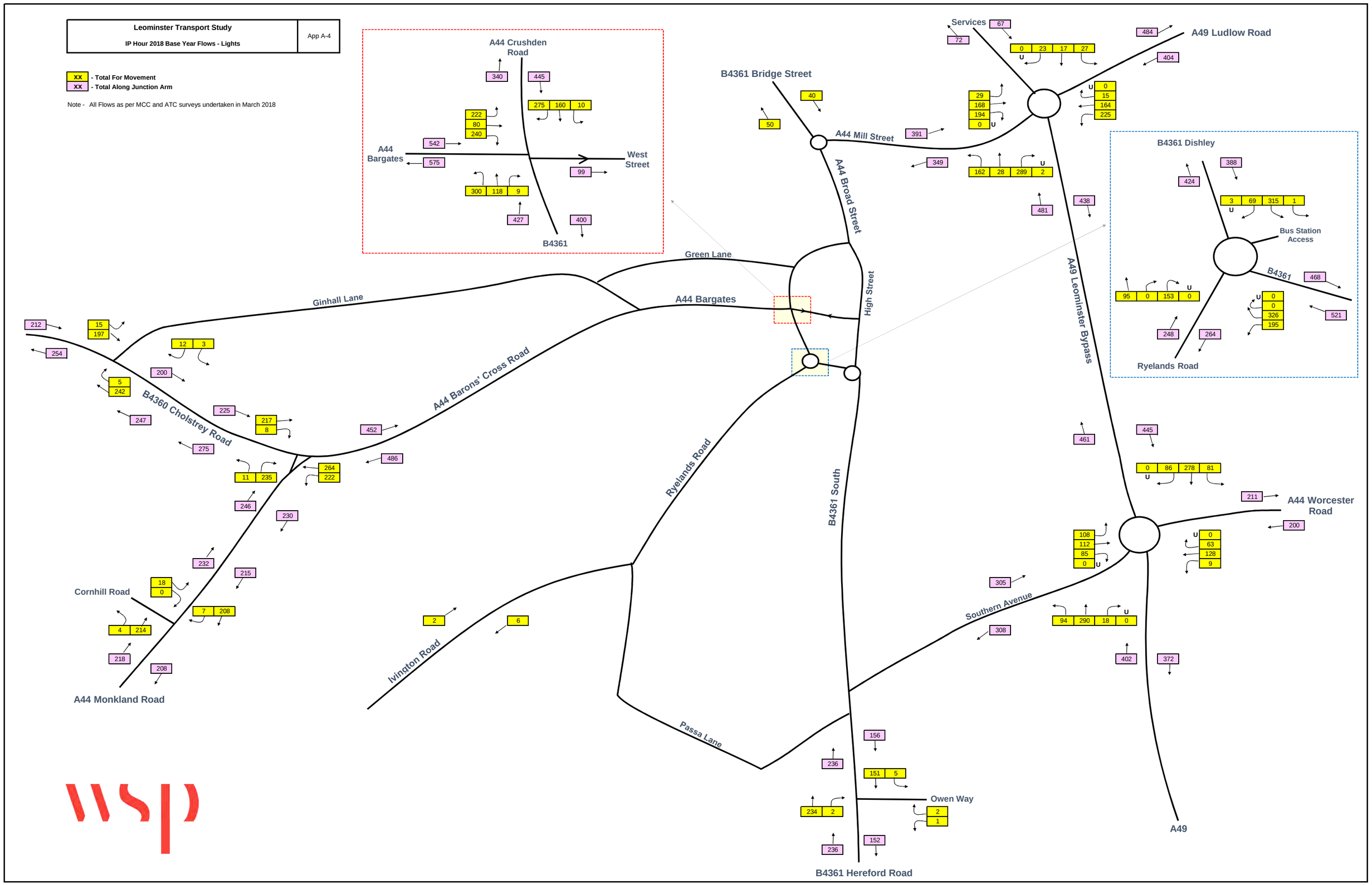
Leominster Transport Study

IP Hour 2018 Base Year Flows - Lights

App A-4

XX - Total For Movement
XX - Total Along Junction Arm

Note - All Flows as per MCC and ATC surveys undertaken in March 2018



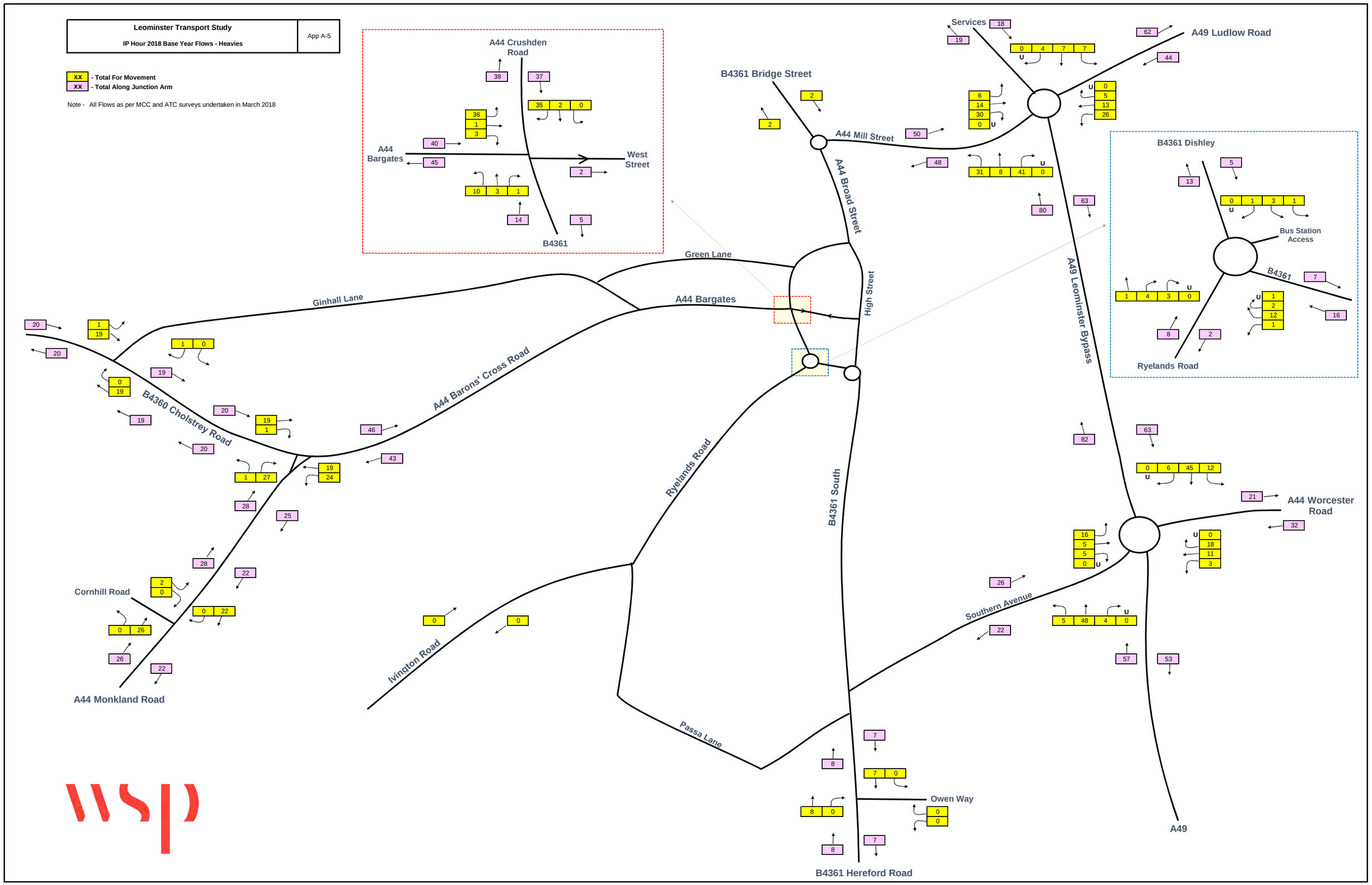
Leominster Transport Study

IP Hour 2018 Base Year Flows - Heavies

App A-5

XX - Total For Movement
XX - Total Along Junction Arm

Note - All Flows as per MCC and ATC surveys undertaken in March 2018



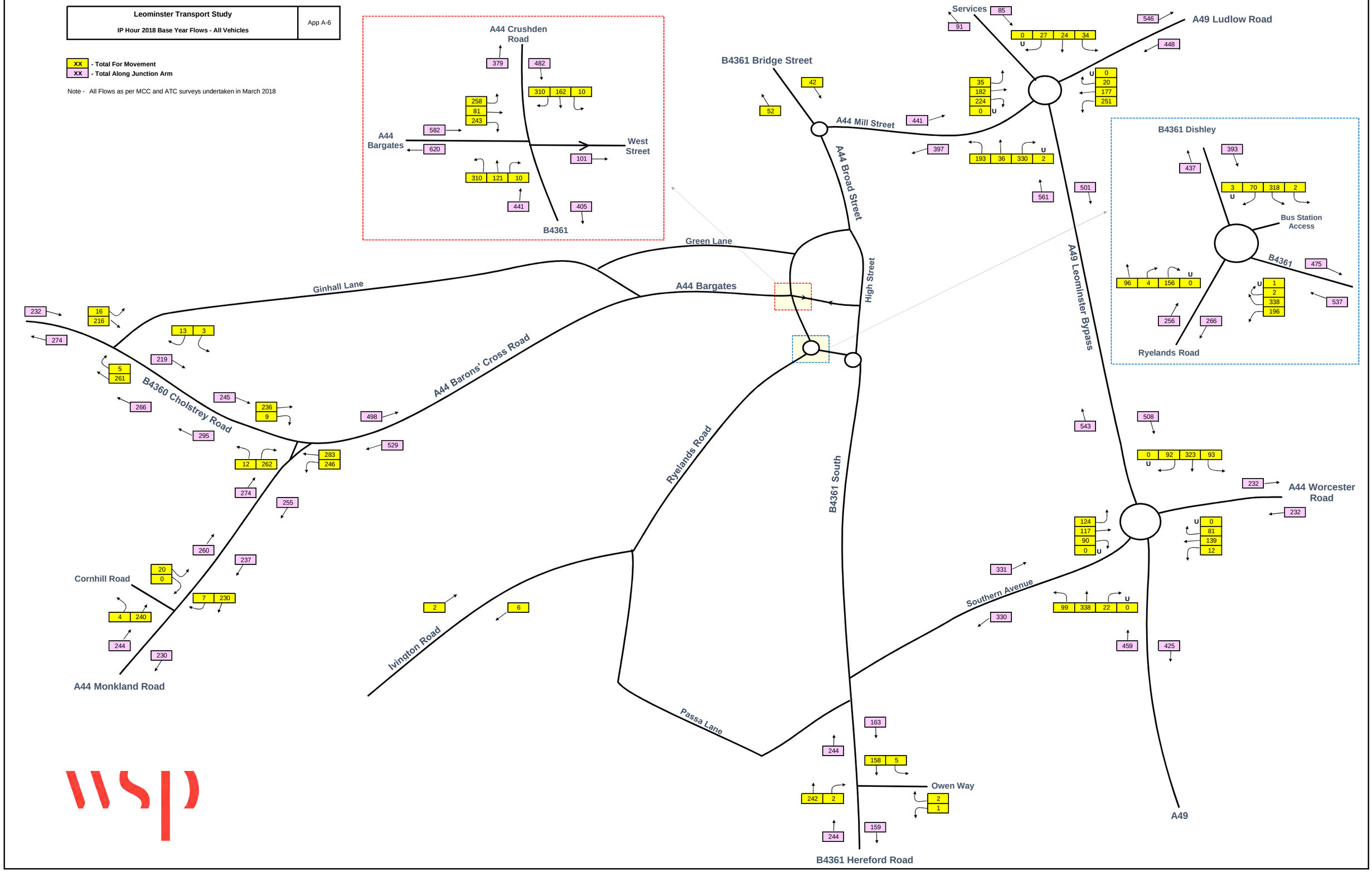
Leominster Transport Study

IP Hour 2018 Base Year Flows - All Vehicles

App A-6

XX - Total For Movement
XX - Total Along Junction Arm

Note - All Flows as per MCC and ATC surveys undertaken in March 2018



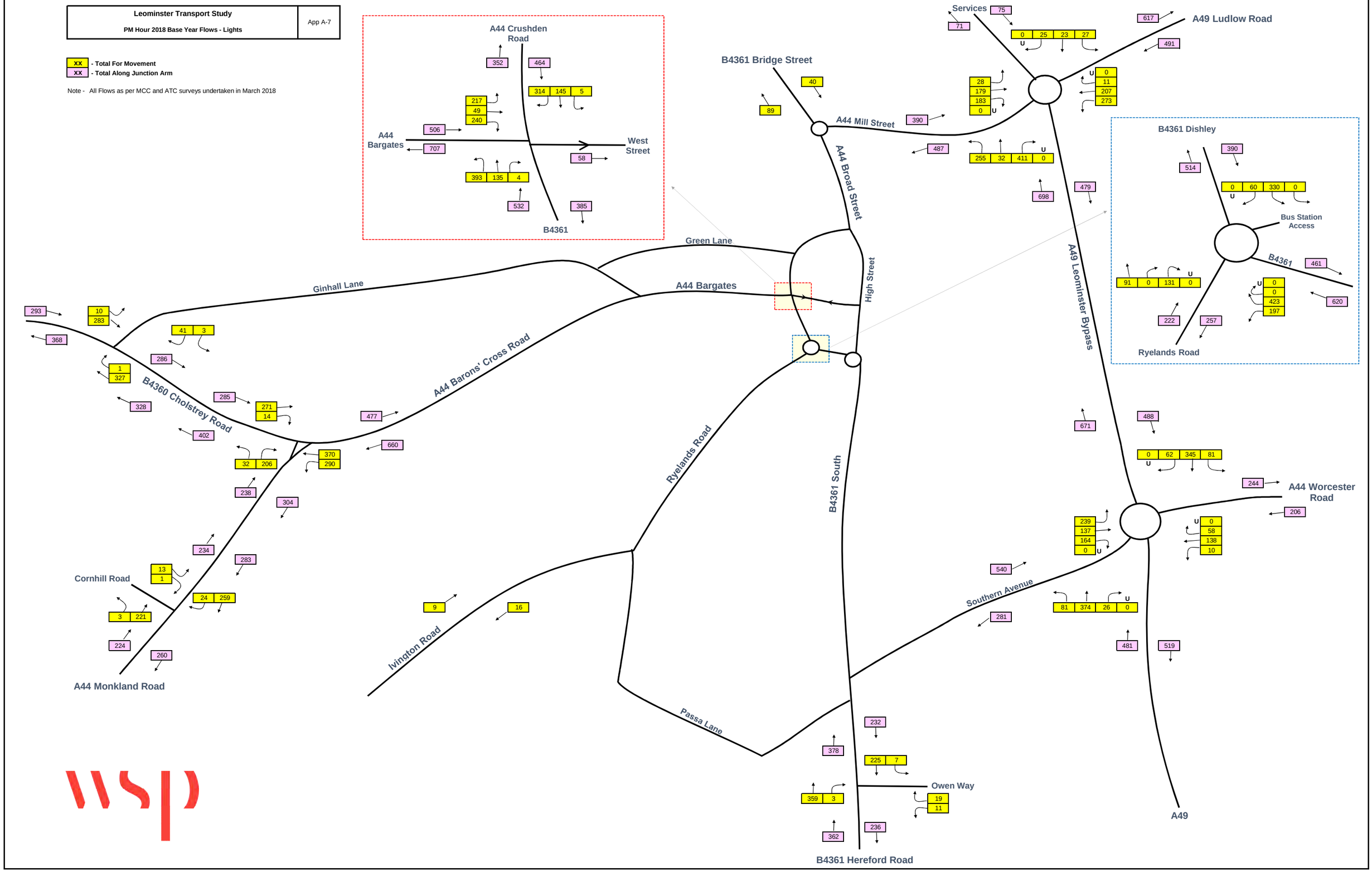
Leominster Transport Study

PM Hour 2018 Base Year Flows - Lights

App A-7

XX - Total For Movement
XX - Total Along Junction Arm

Note - All Flows as per MCC and ATC surveys undertaken in March 2018



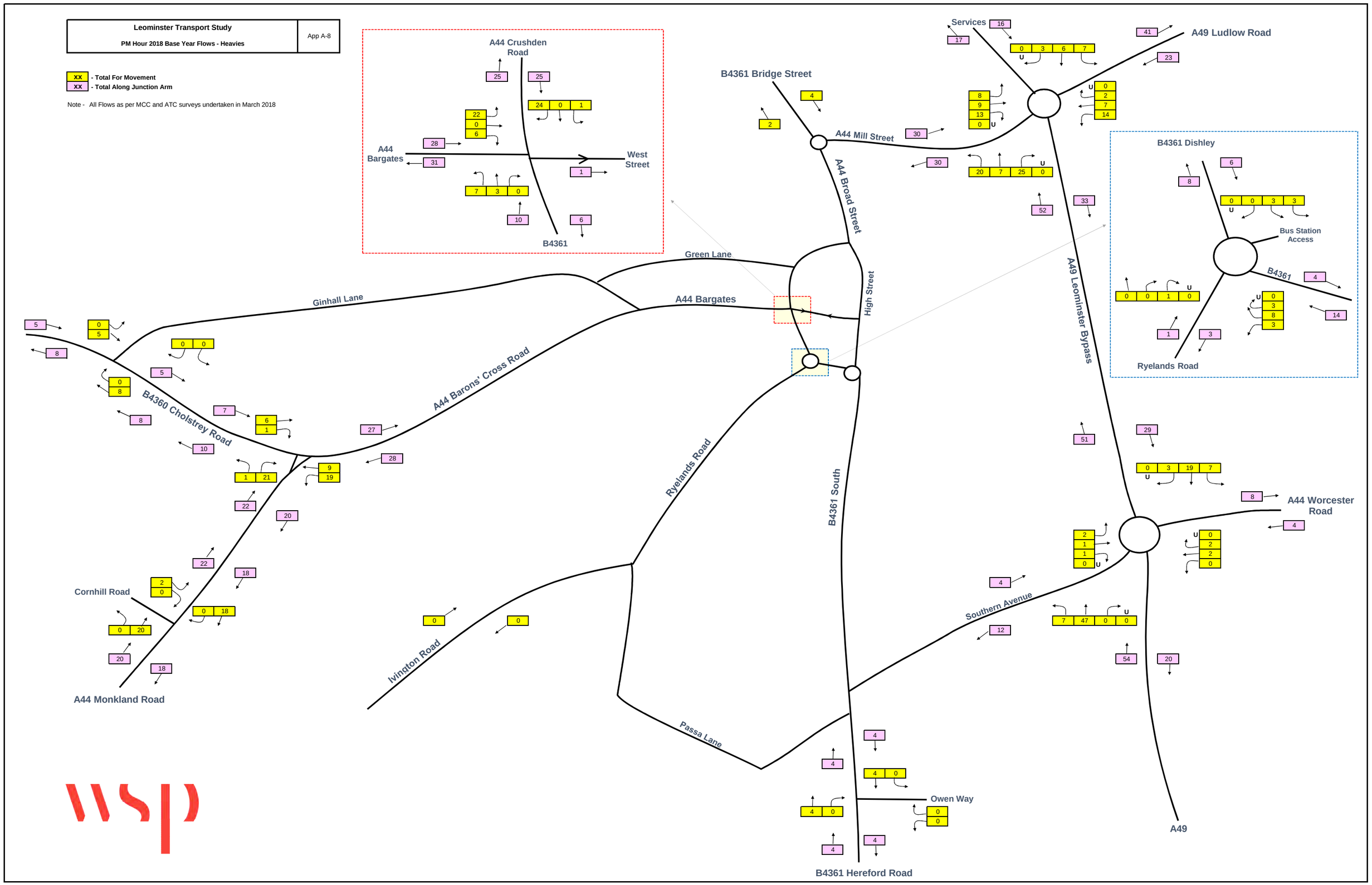
Leominster Transport Study

PM Hour 2018 Base Year Flows - Heavies

App A-8

XX - Total For Movement
XX - Total Along Junction Arm

Note - All Flows as per MCC and ATC surveys undertaken in March 2018



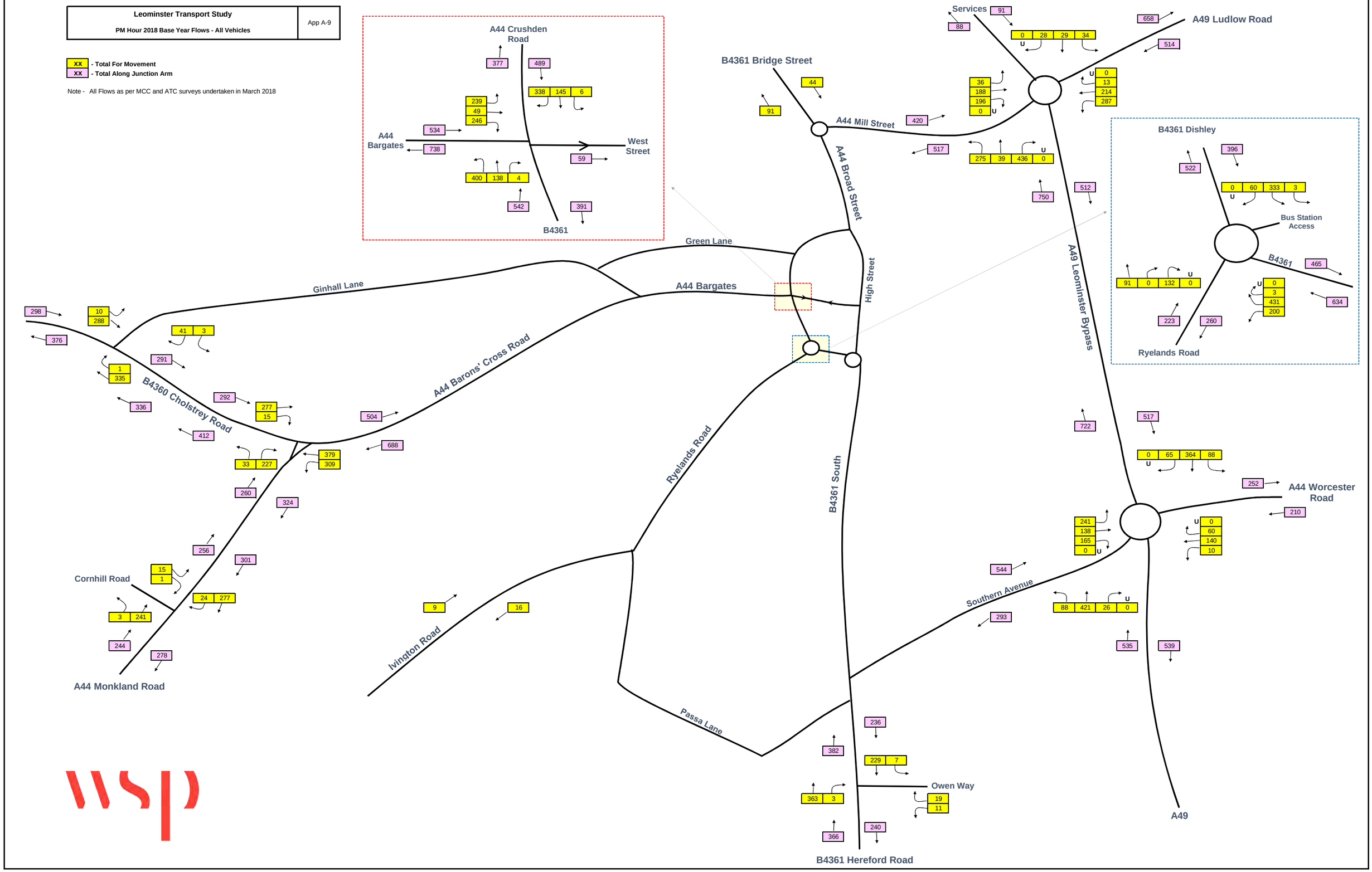
Leominster Transport Study

PM Hour 2018 Base Year Flows - All Vehicles

App A-9

XX - Total For Movement
XX - Total Along Junction Arm

Note - All Flows as per MCC and ATC surveys undertaken in March 2018



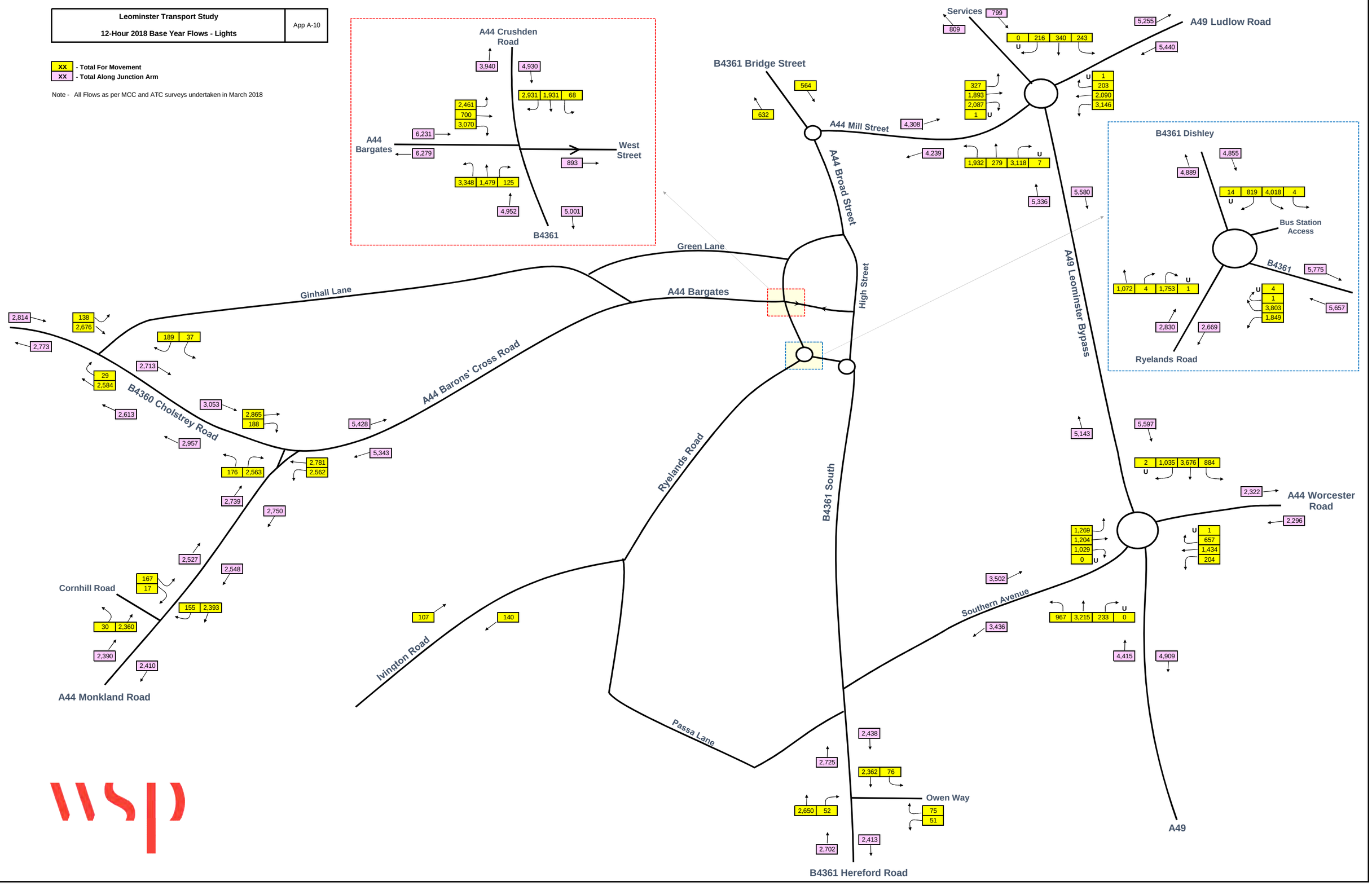
Leominster Transport Study

12-Hour 2018 Base Year Flows - Lights

App A-10

XX - Total For Movement
XX - Total Along Junction Arm

Note - All Flows as per MCC and ATC surveys undertaken in March 2018



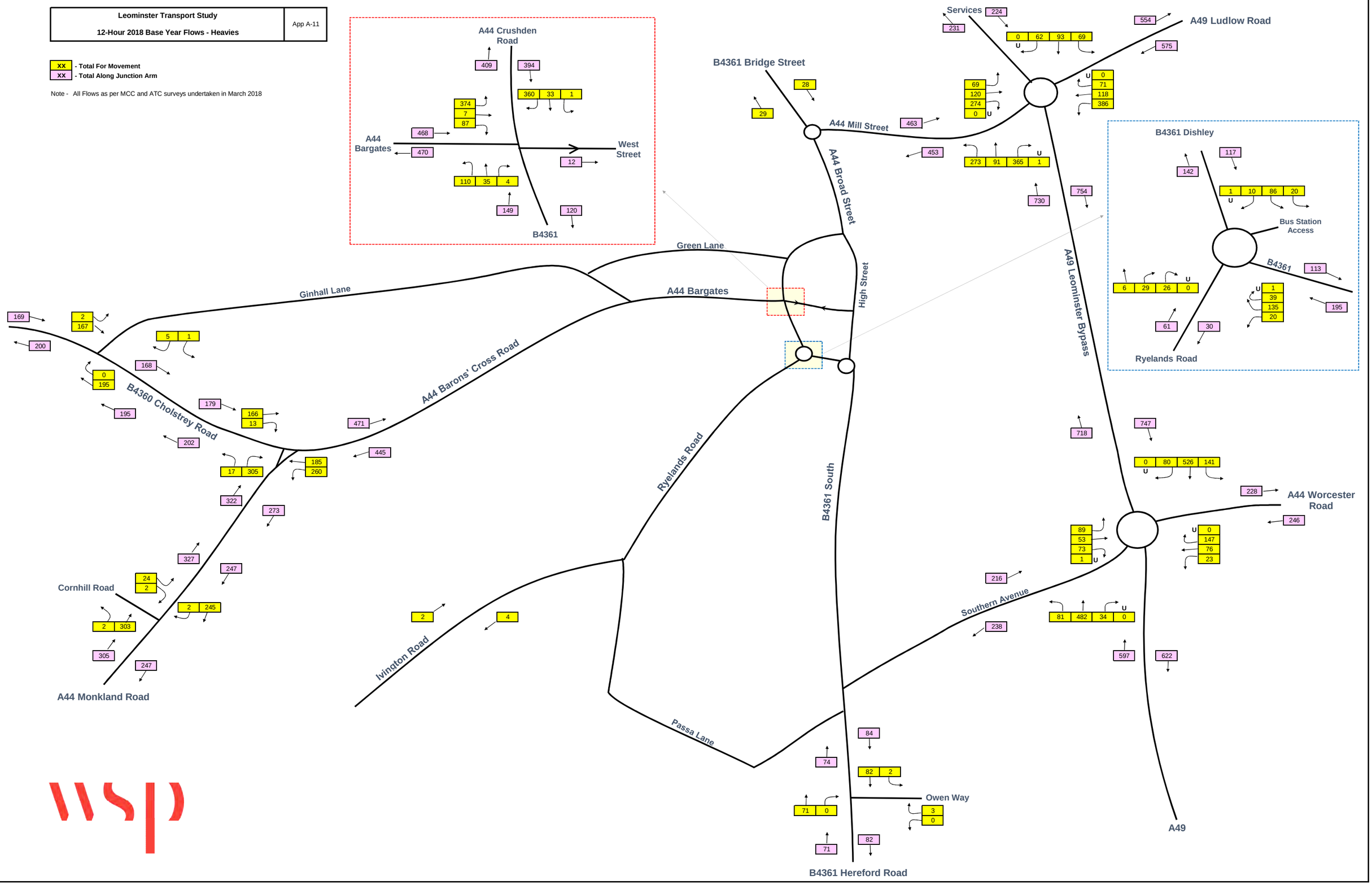
Leominster Transport Study

12-Hour 2018 Base Year Flows - Heavies

App A-11

XX - Total For Movement
XX - Total Along Junction Arm

Note - All Flows as per MCC and ATC surveys undertaken in March 2018



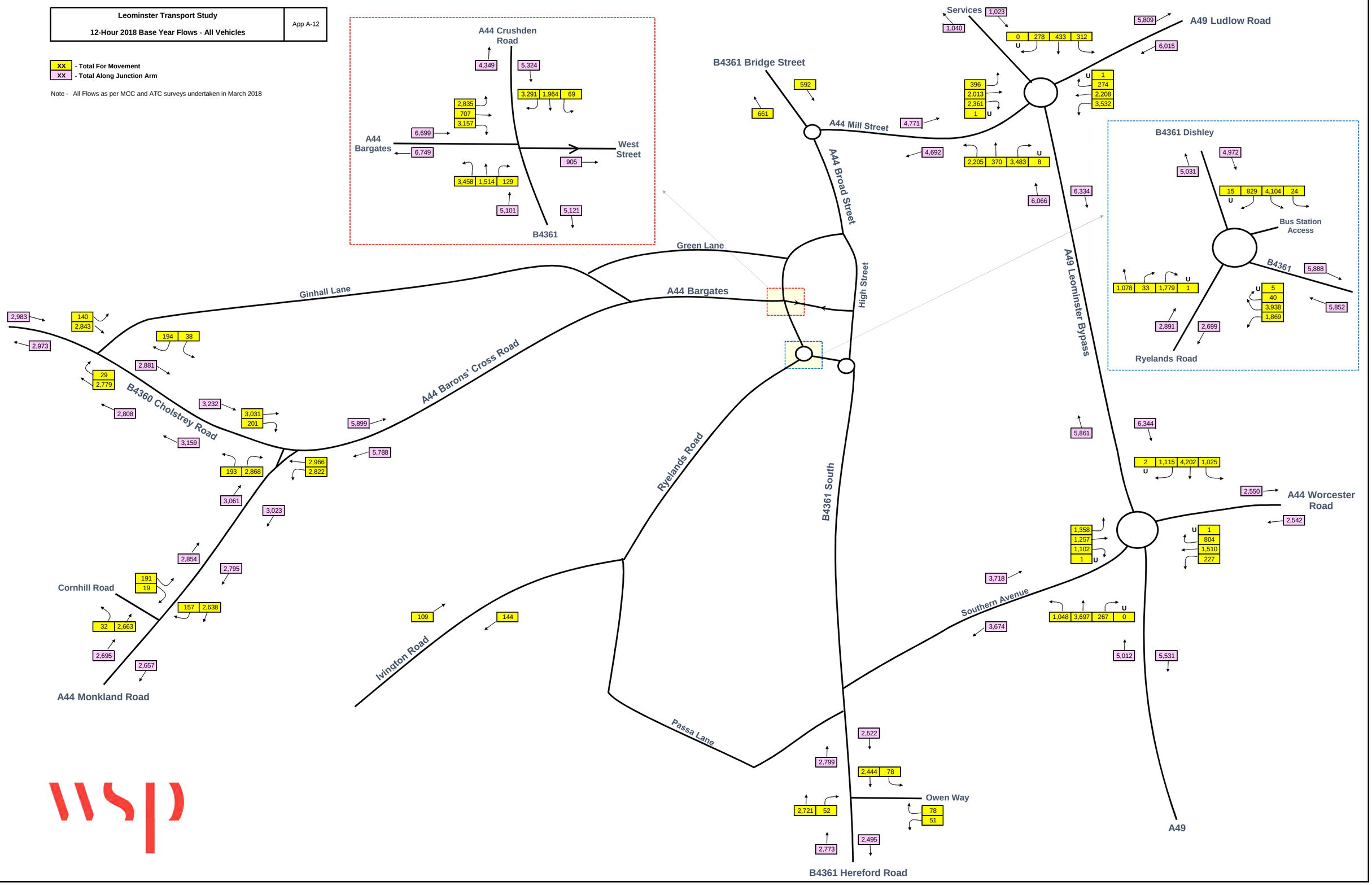
Leominster Transport Study

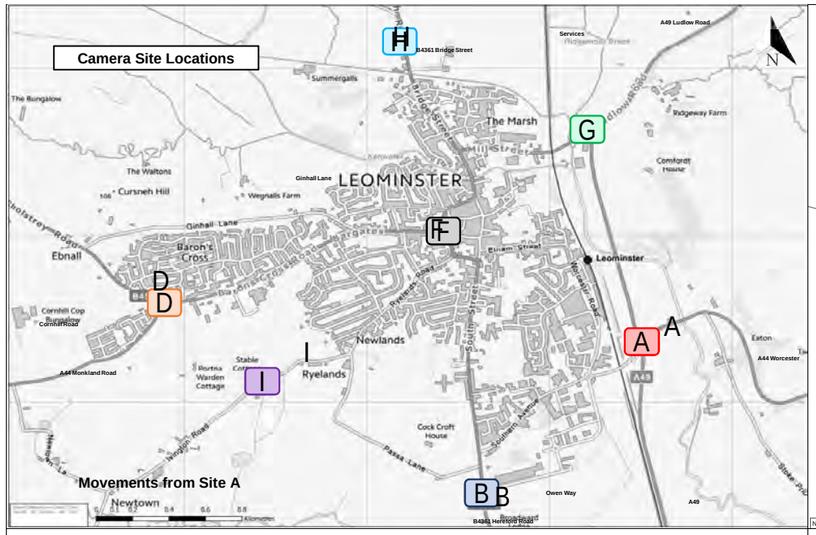
12-Hour 2018 Base Year Flows - All Vehicles

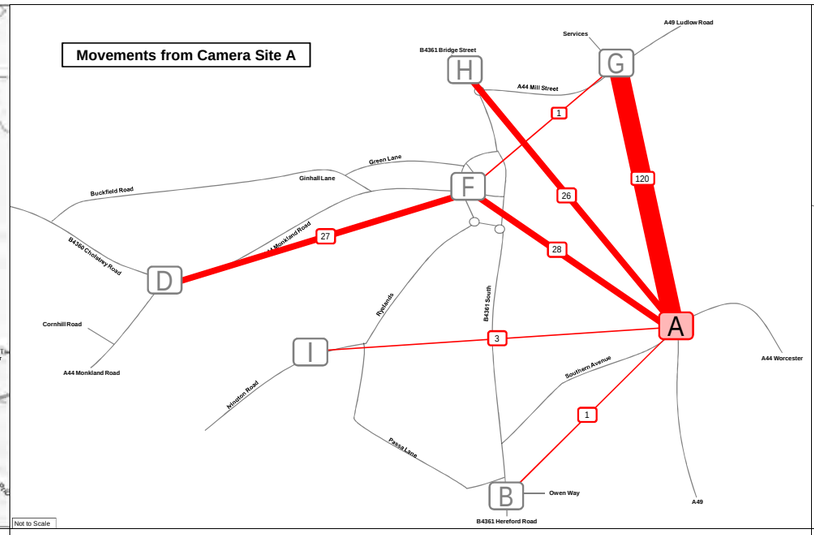
App A-12

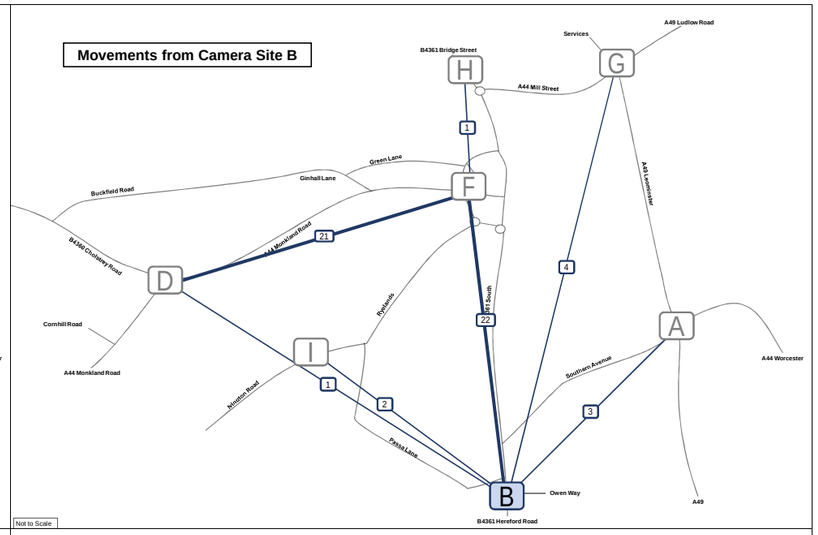
XX - Total For Movement
XX - Total Along Junction Arm

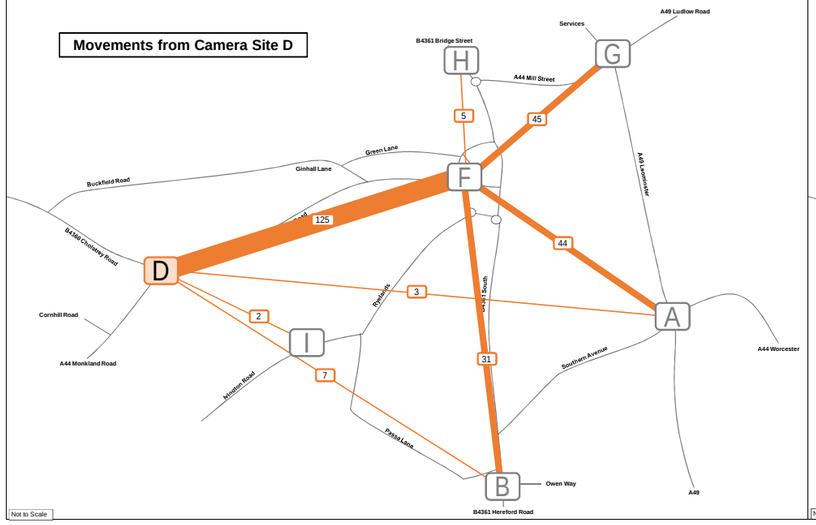
Note - All Flows as per MCC and ATC surveys undertaken in March 2018

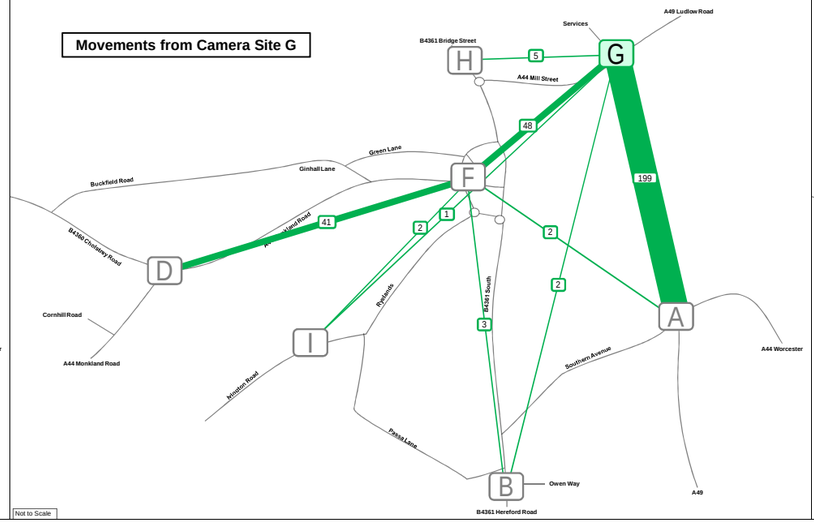


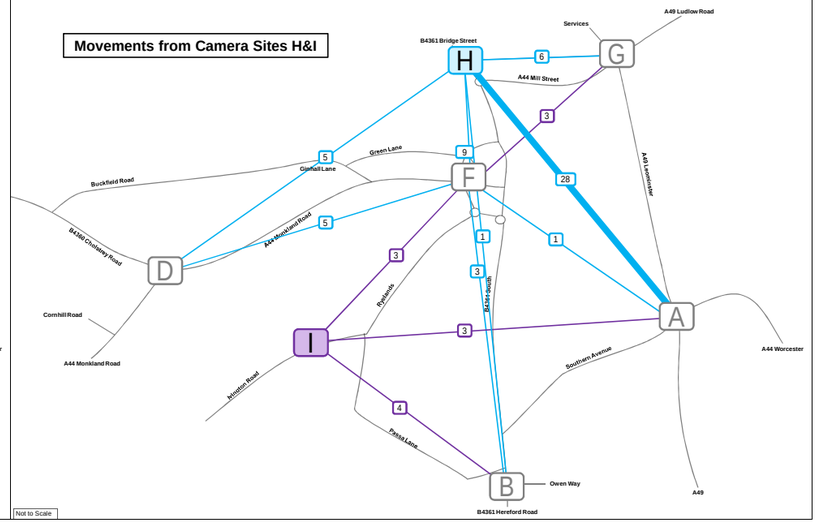








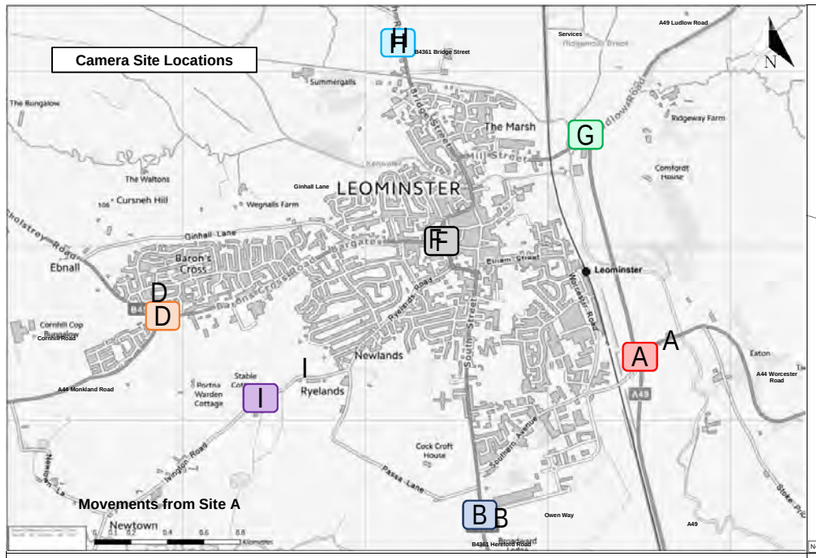


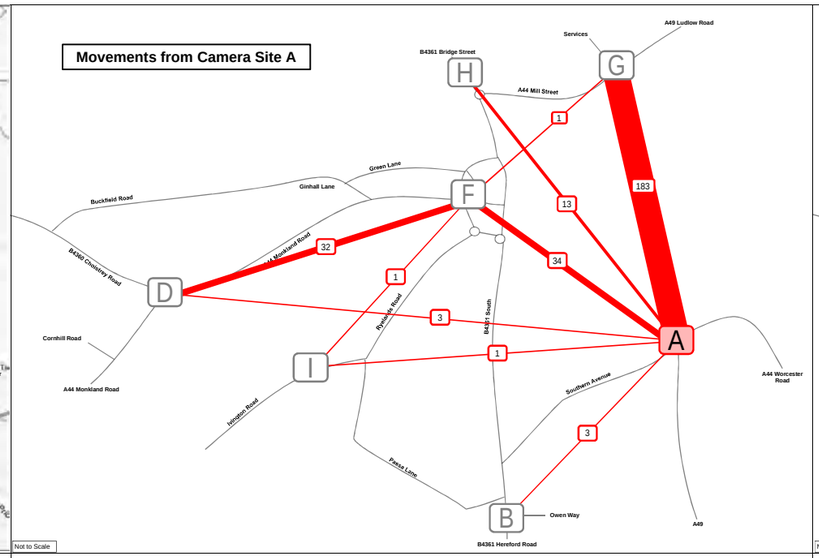


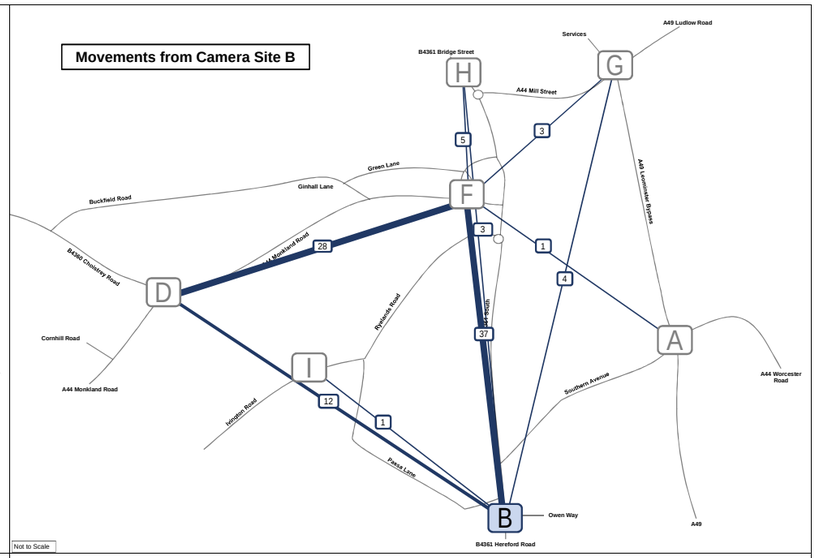
Key 0 - 10 Movements | 10 - 25 Movements | 25 - 50 Movements | 50 - 75 Movements | 75 - 100 Movements | 100 - 150 Movements | 150 - 200 Movements | 200 - 250 Movements

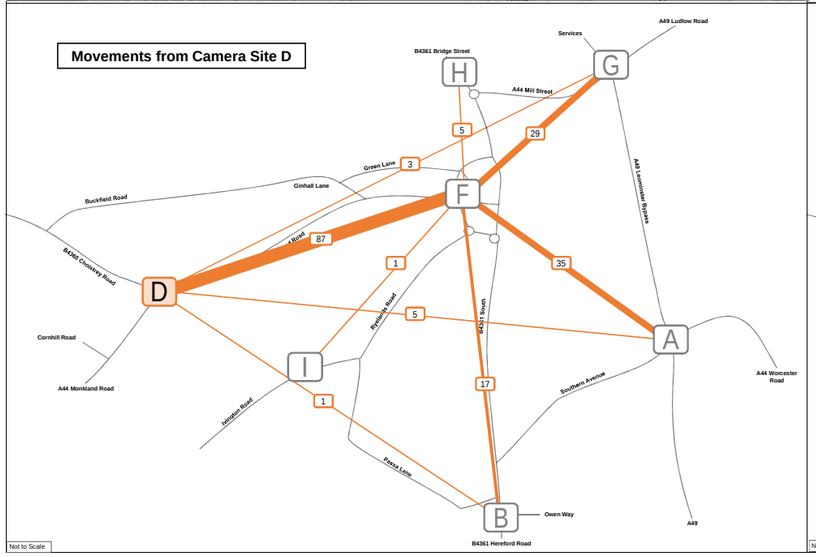
Data taken from ANPR surveys undertaken on 22nd March 2018.
Camera sites A, B, D, H, I, and G were situated to create a cordon capturing vehicles entering or exiting Leominster. Camera site F was situated to capture vehicles routing through the Bargates junction within Leominster.
Diagrams show only the movements of matched vehicles routing through Leominster over the AM peak hour period between 08:00 and 09:00.

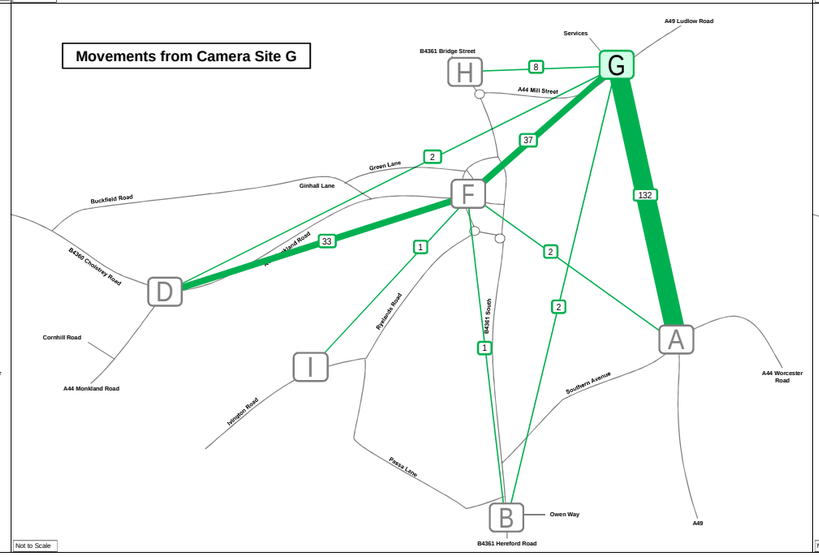
Leominster Transport Study - ANPR Summary	App B-1
Through Movements: AM Hour (0800-0900), Light Vehicles	

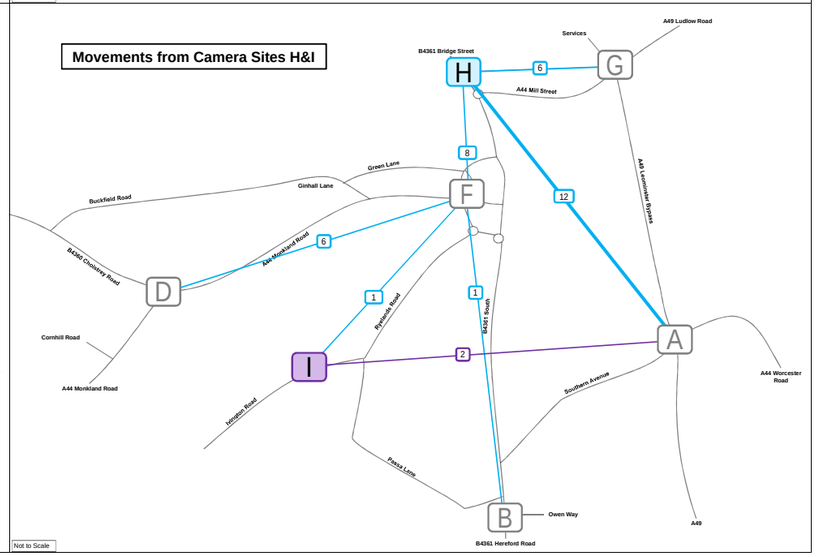








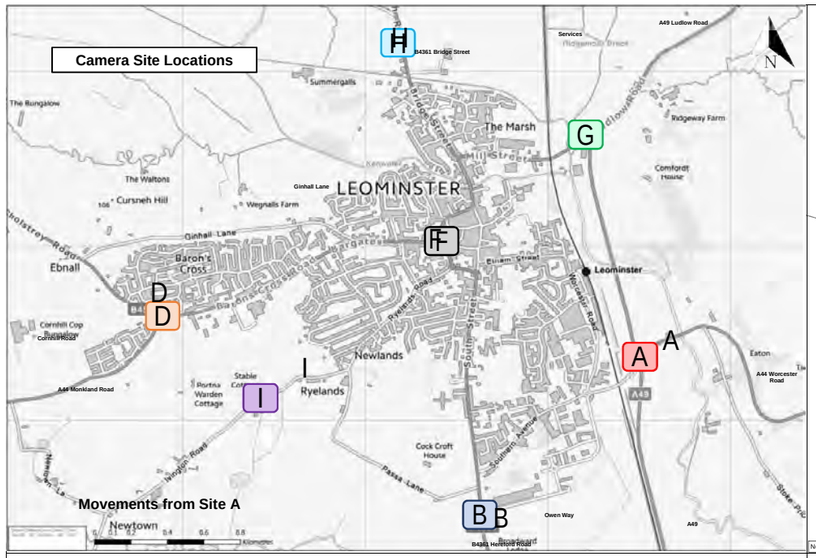


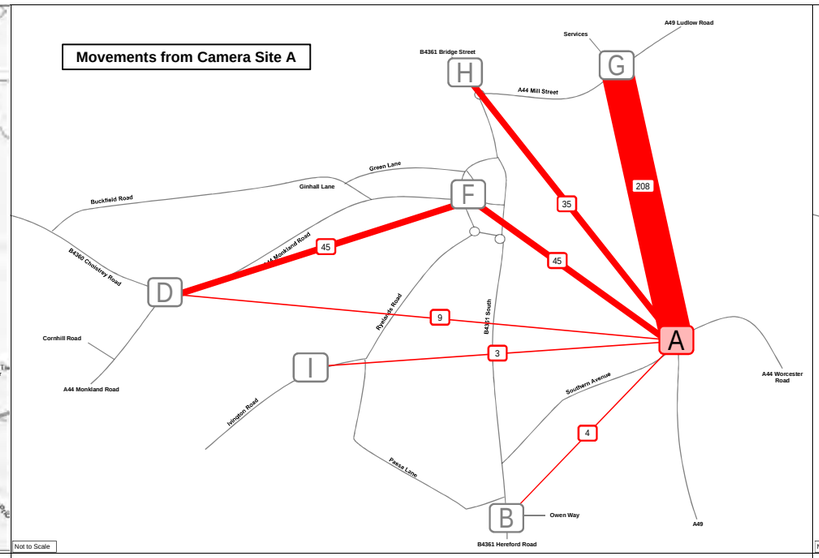


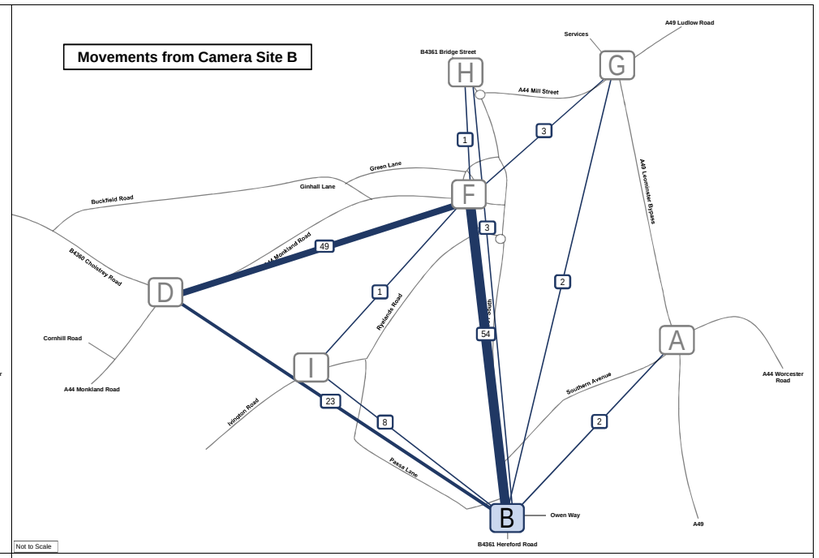
Key — 0 - 10 Movements | 10 - 25 Movements | 25 - 50 Movements | 50 - 75 Movements | 75 - 100 Movements | 100 - 150 Movements | 150 - 200 Movements | 200 - 250 Movements

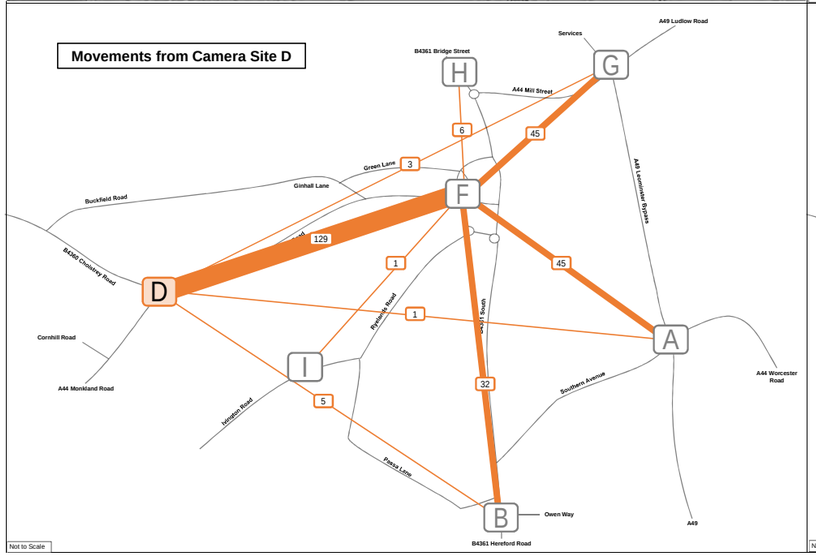
Data taken from ANPR surveys undertaken on 22nd March 2018.
Camera sites A, B, D, H, I, and G were situated to create a cordon capturing vehicles entering or exiting Leominster. Camera site F was situated to capture vehicles routing through the Bargates junction within Leominster.
Diagrams show only the movements of matched vehicles routing through Leominster over the IP peak hour period between 14:00 and 15:00.

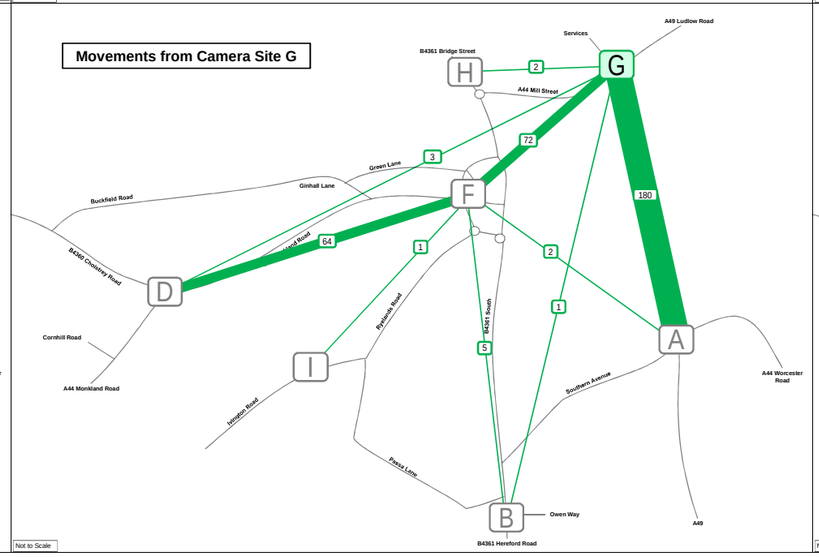
Leominster Transport Study - ANPR Summary	App B-2
Through Movements: IP Hour (1400-1500), Light Vehicles	

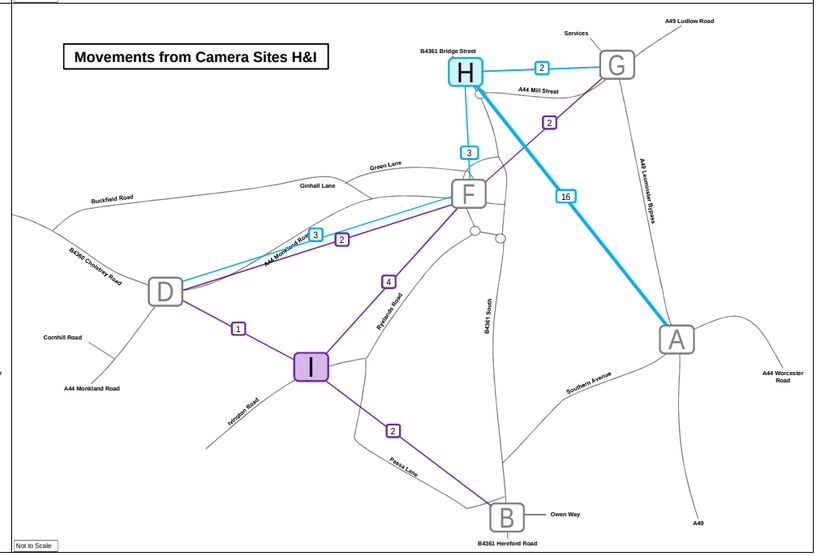








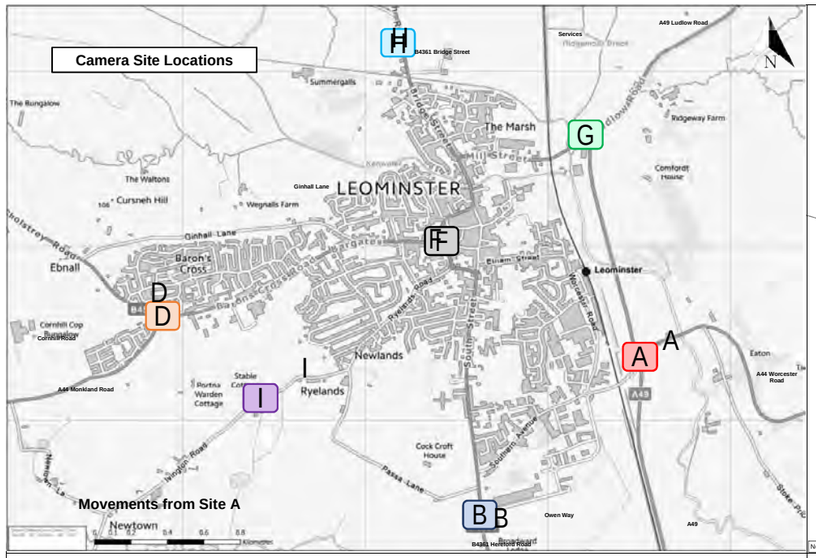


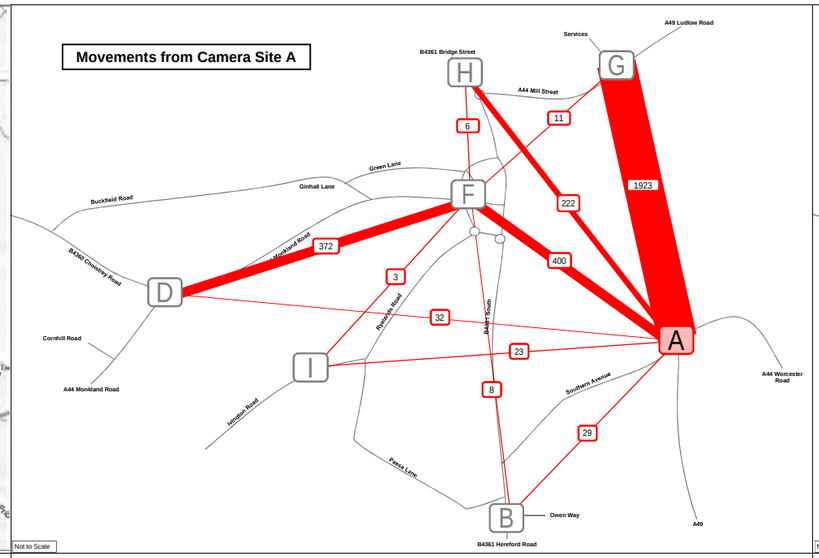


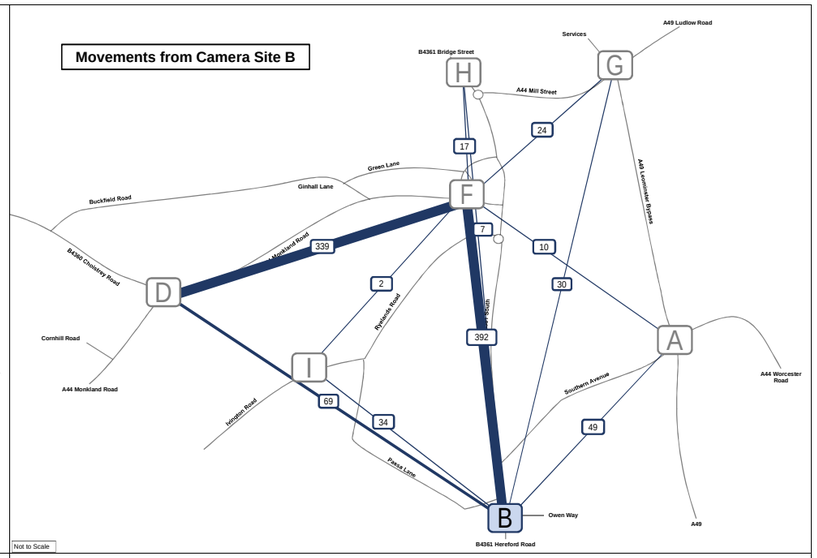
Key — 0 - 10 Movements | 10 - 25 Movements | 25 - 50 Movements | 50 - 75 Movements | 75 - 100 Movements | 100 - 150 Movements | 150 - 200 Movements | 200 - 250 Movements

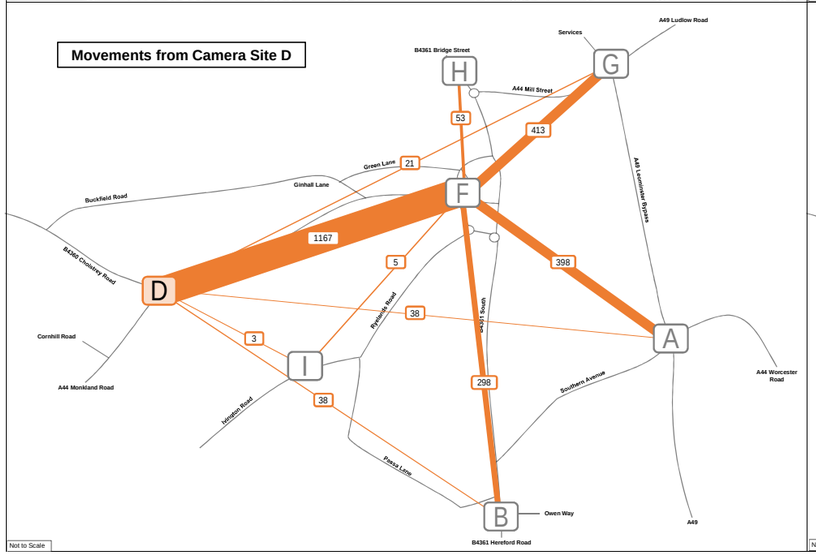
Data taken from ANPR surveys undertaken on 22nd March 2018.
Camera sites A, B, D, H, I, and G were situated to create a cordon capturing vehicles entering or exiting Leominster. Camera site F was situated to capture vehicles routing through the Bargates junction within Leominster.
Diagrams show only the movements of matched vehicles routing through Leominster over the PM peak hour period between 16:45 and 17:45.

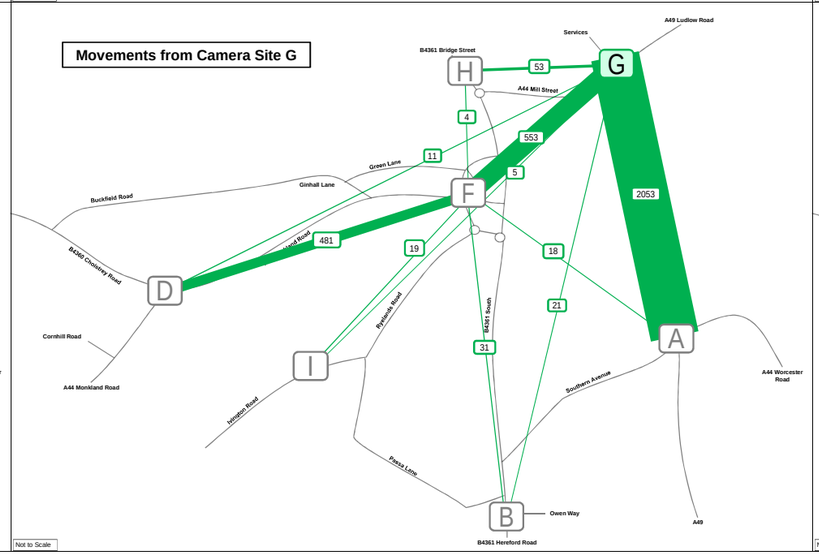
Leominster Transport Study - ANPR Summary	App B-3
Through Movements: PM Hour (1645-1745), Light Vehicles	

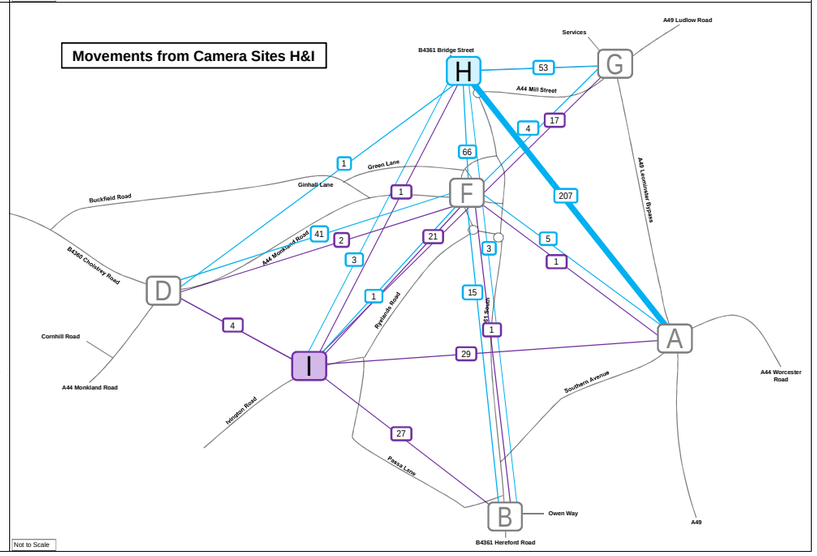








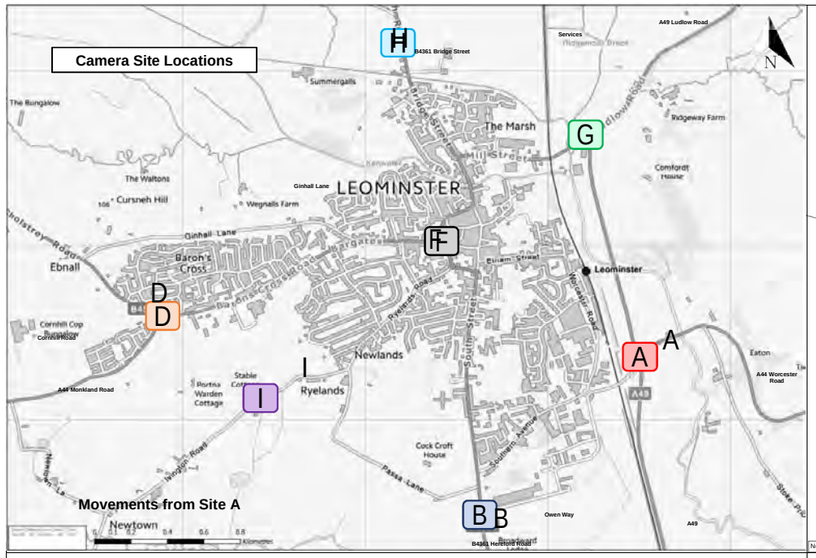


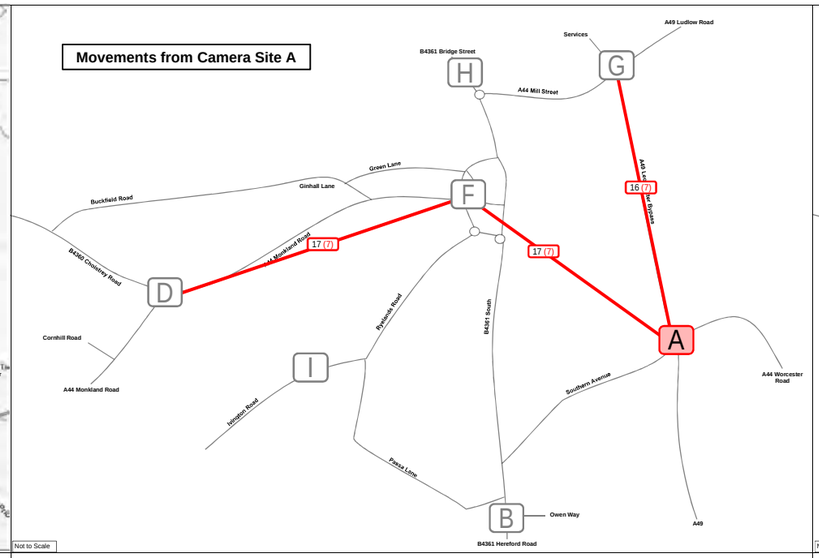


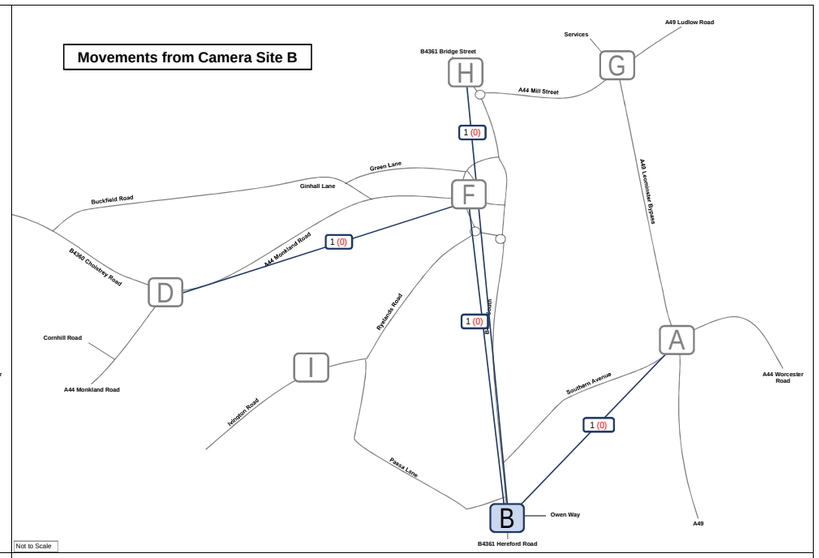
Key 0 - 50 Movements | 50 - 150 Movements | 150 - 300 Movements | 300 - 500 Movements | 500 - 1000 Movements | 1000 - 1500 Movements | 1500 - 2000 Movements | 2000 - 2500 Movements

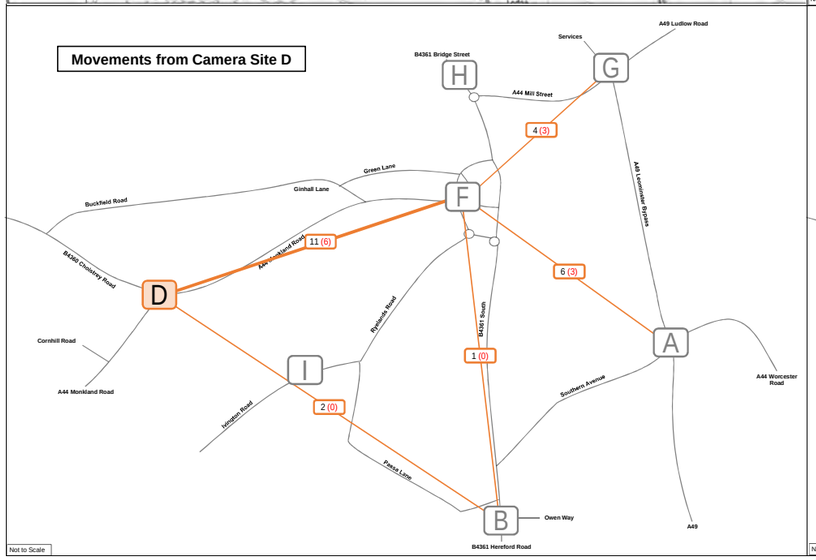
Data taken from ANPR surveys undertaken on 22nd March 2018.
Camera sites A, B, D, H, I, and G were situated to create a cordon capturing vehicles entering or exiting Leominster. Camera site F was situated to capture vehicles routing through the Bargates junction within Leominster.
Diagrams show only the movements of matched vehicles routing through Leominster over the 12 hour period between 07:00 and 19:00.

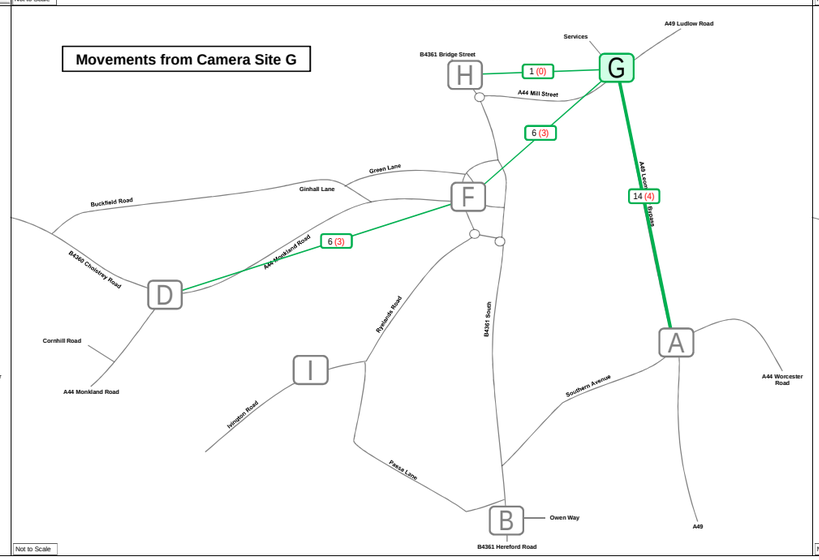
Leominster Transport Study - ANPR Summary	App B-4
Through Movements: 12 Hours (0700-1900), Light Vehicles	

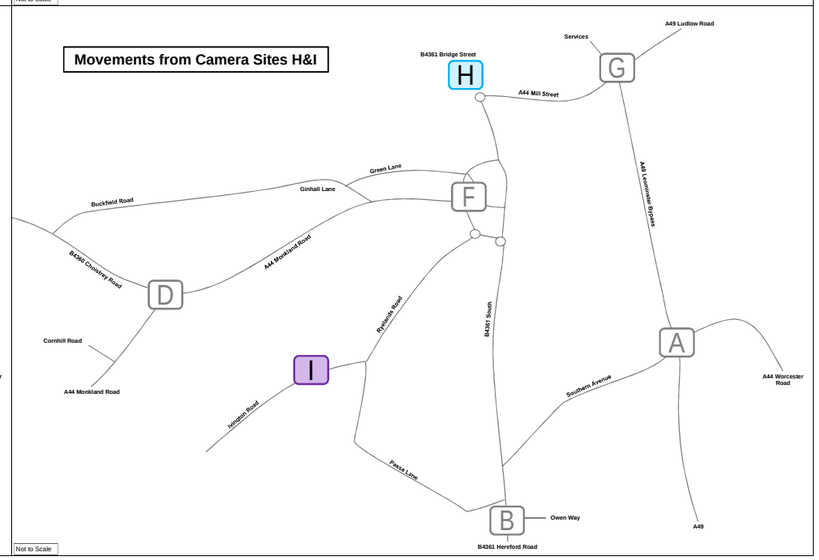












Key

0 - 10 Movements | 10 - 25 Movements | 25 - 50 Movements | 50 - 75 Movements | 75 - 100 Movements | 100 - 150 Movements | 150 - 200 Movements | 200 - 250 Movements

(##) ## - Total Heavy Vehicle Count, *(##)* - Total OGV 2 Count

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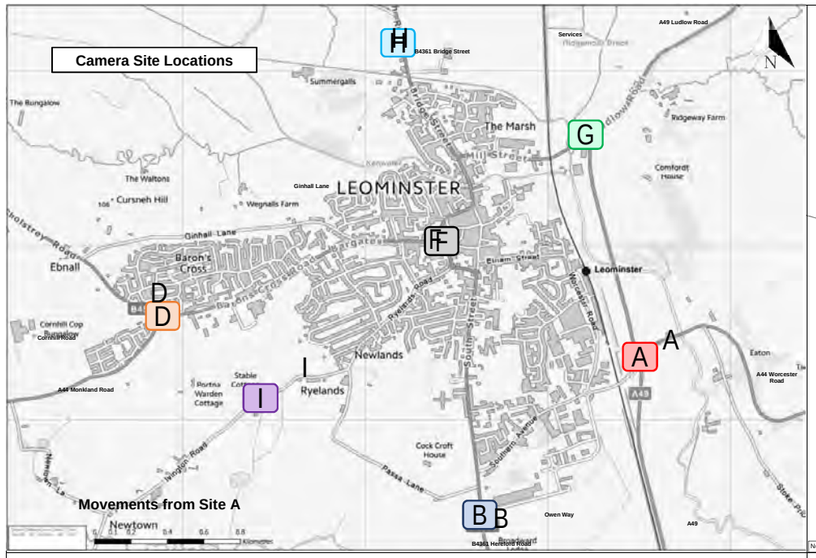
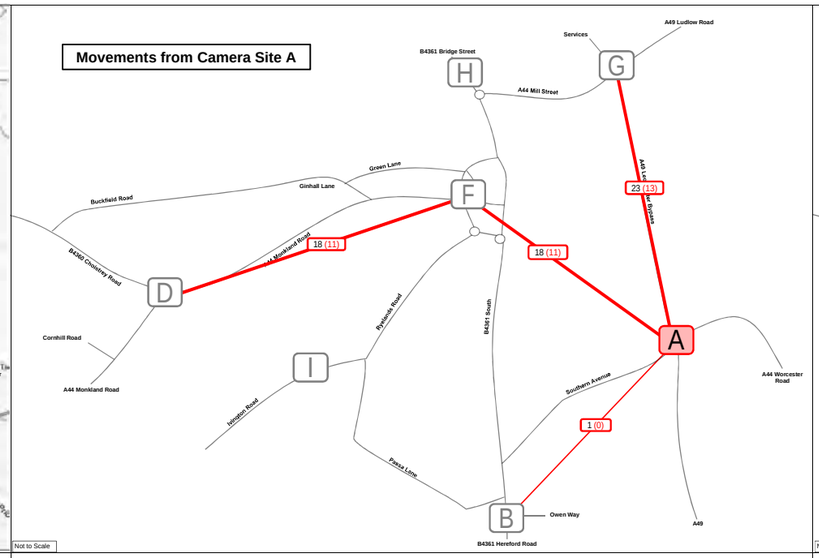
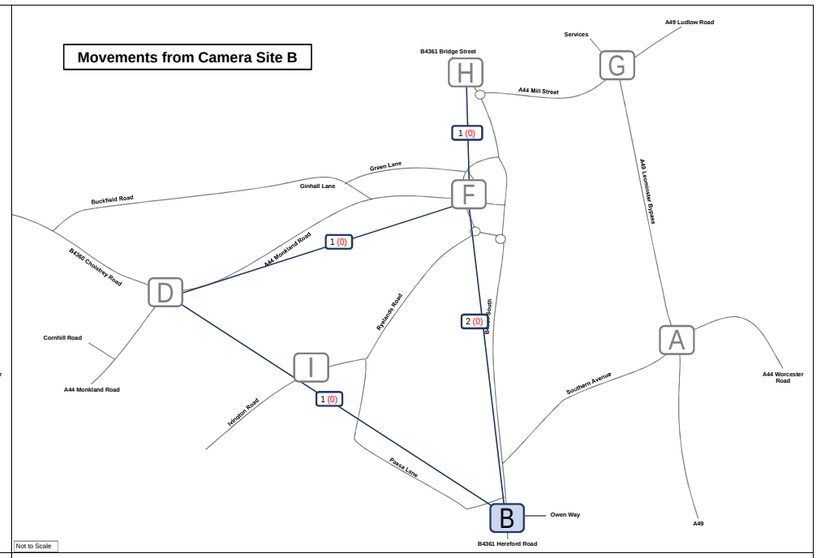
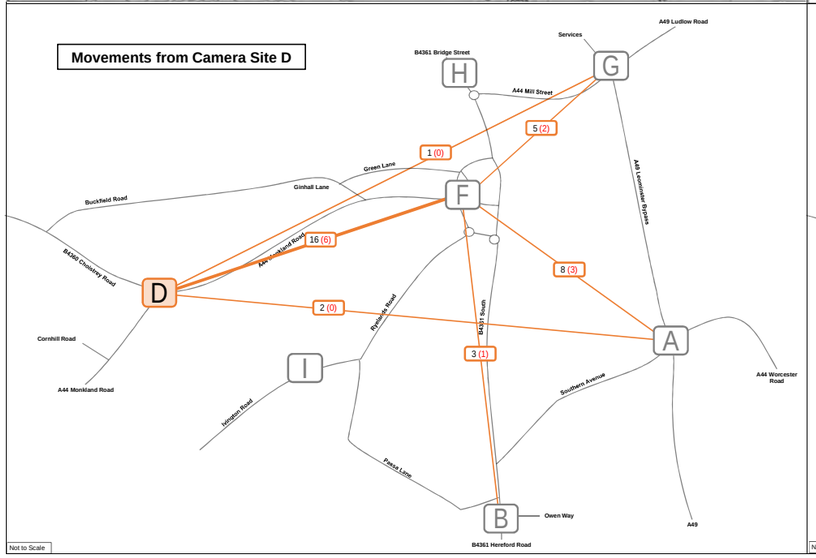
Camera sites A, B, D, H, I, and G were situated to create a cordon capturing vehicles entering or exiting Leominster. Camera site F was situated to capture vehicles routing through the Bargates junction within Leominster.
Diagrams show only the movements of matched vehicles routing through Leominster over the AM peak hour period between 08:00 and 09:00.

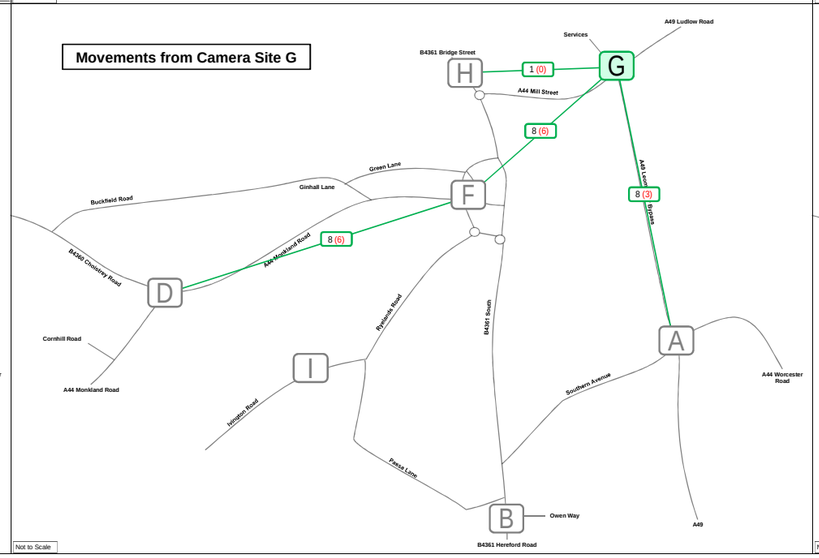
Leominster Transport Study - ANPR Summary	App B-5
Through Movements: AM Hour (0800-0900), Heavy Vehicles	

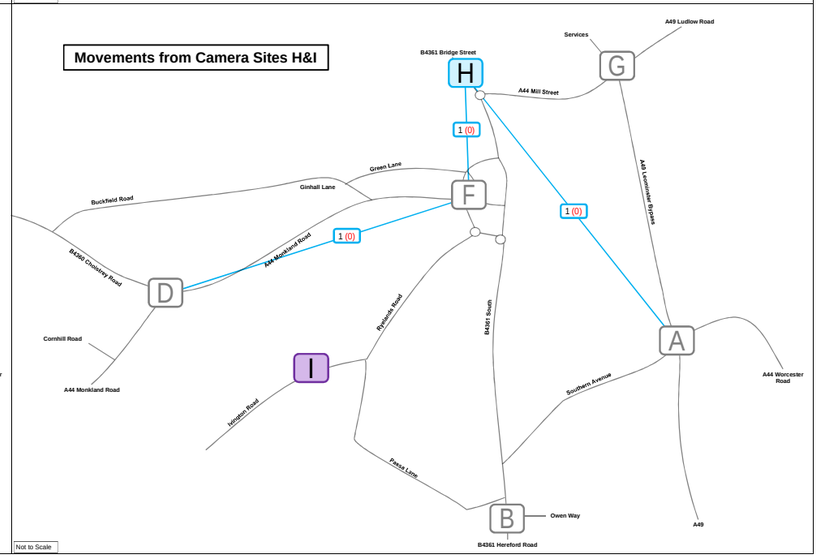












Key

0 - 10 Movements | 10 - 25 Movements | 25 - 50 Movements | 50 - 75 Movements | 75 - 100 Movements | 100 - 150 Movements | 150 - 200 Movements | 200 - 250 Movements

(##) ## - Total Heavy Vehicle Count, *(##)* - Total OGV 2 Count

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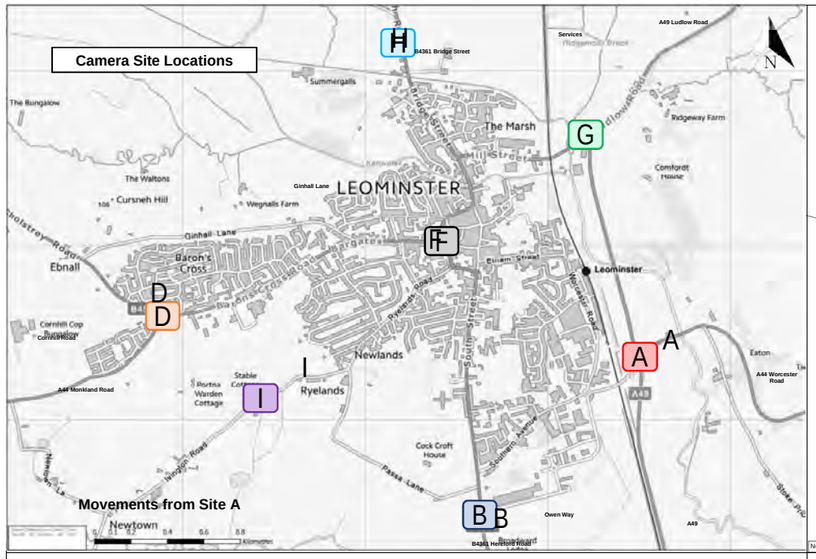
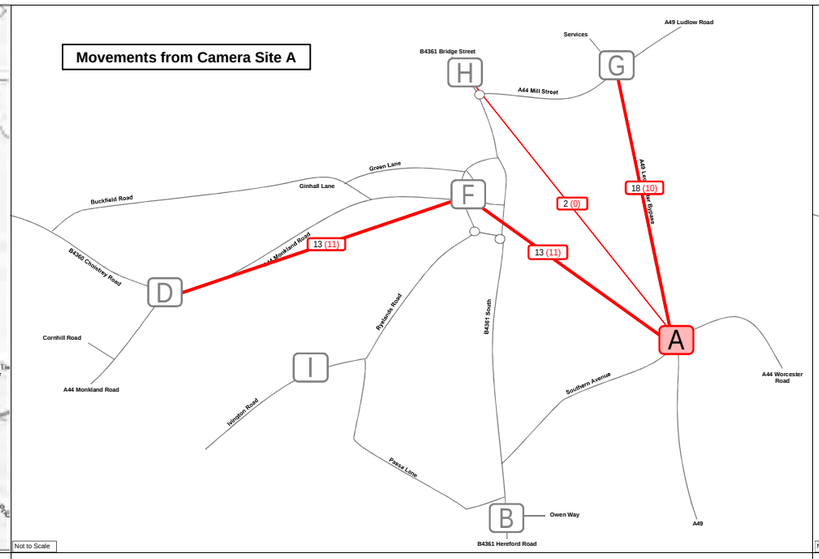
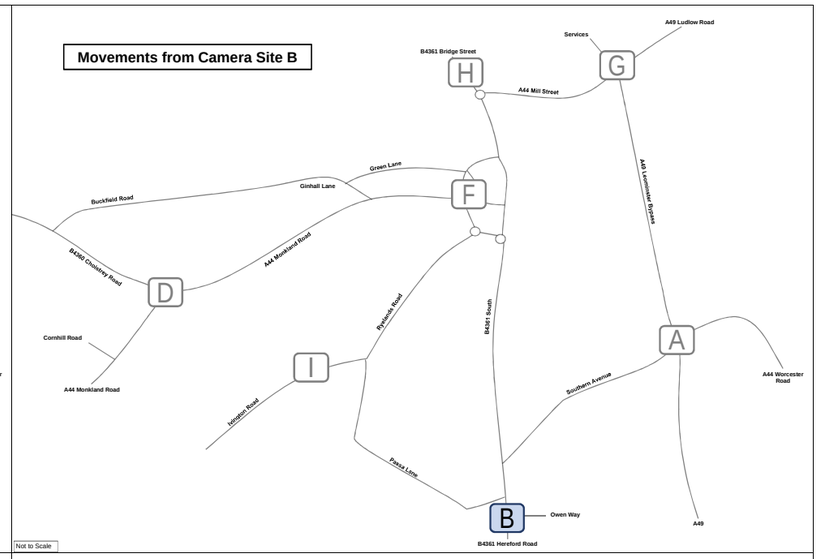
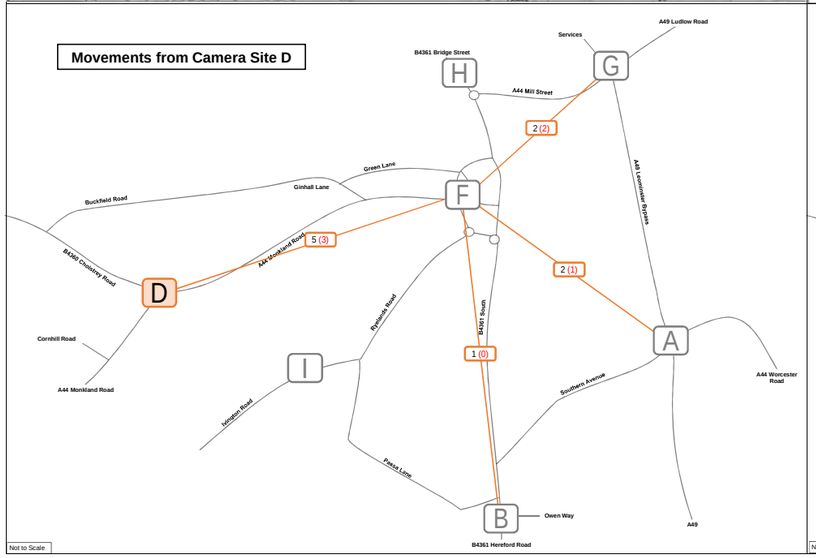
Diagrams show only the movements of matched vehicles routing through Leominster over the IP peak hour period between 14:00 and 15:00.

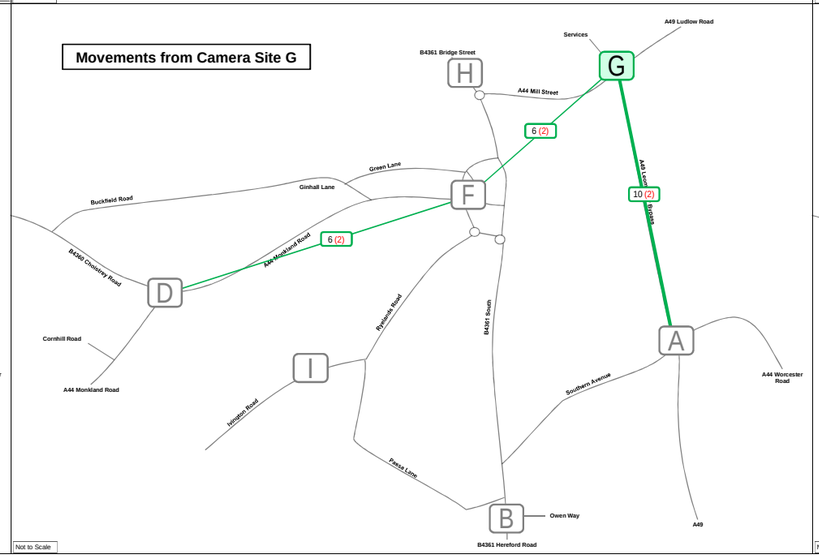
Leominster Transport Study - ANPR Summary	App B-6
Through Movements: IP Hour (1400-1500), Heavy Vehicles	

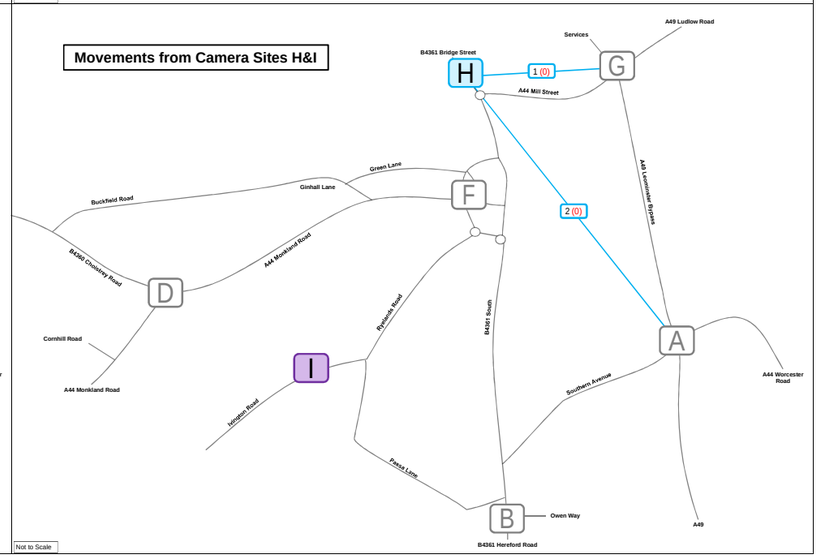












Key

0 - 10 Movements | 10 - 25 Movements | 25 - 50 Movements | 50 - 75 Movements | 75 - 100 Movements | 100 - 150 Movements | 150 - 200 Movements | 200 - 250 Movements

(##) ## - Total Heavy Vehicle Count, *(##)* - Total OGV 2 Count

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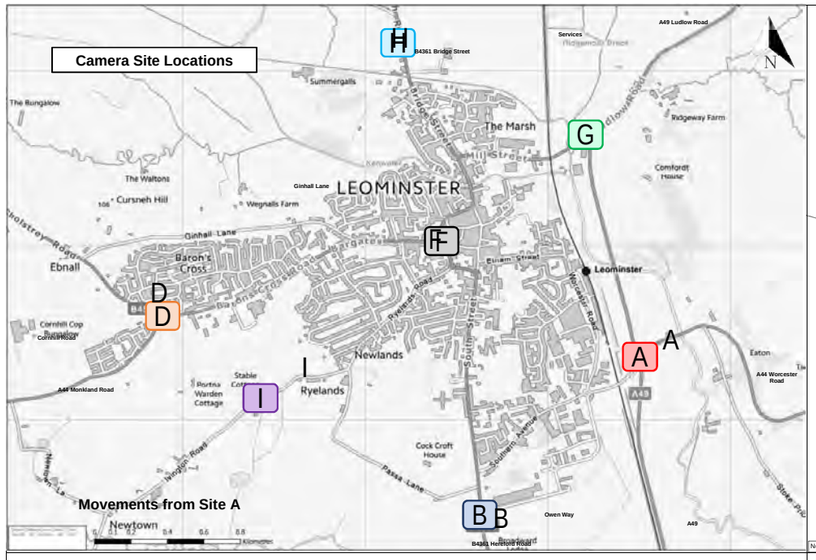
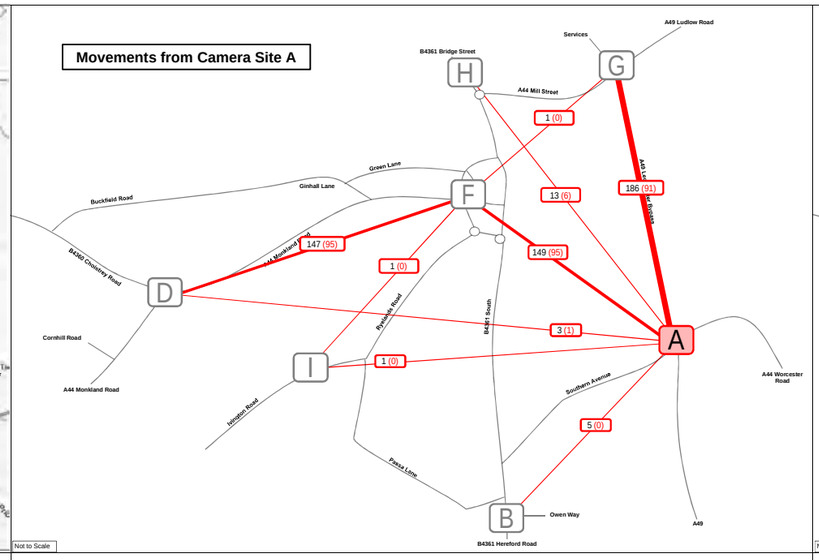
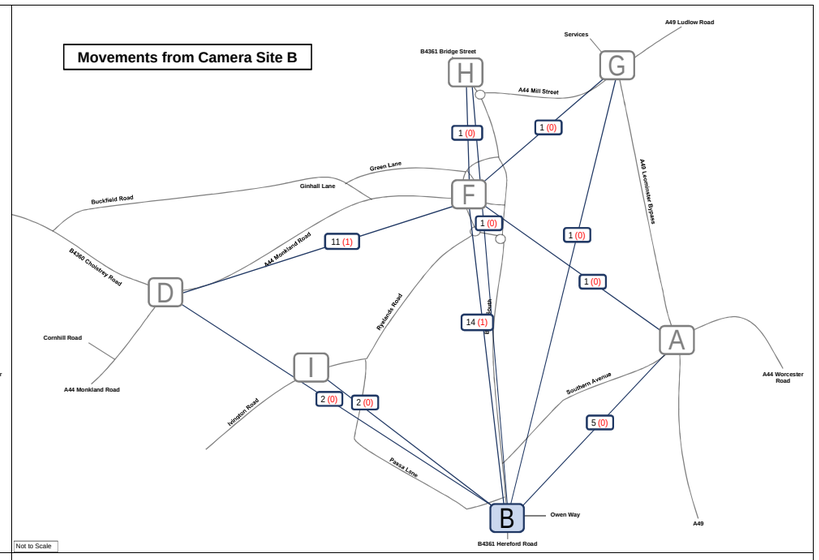
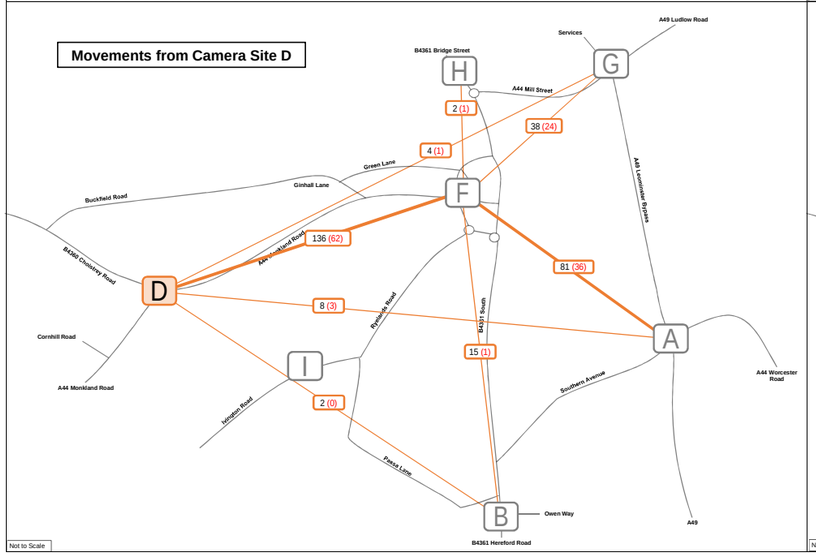
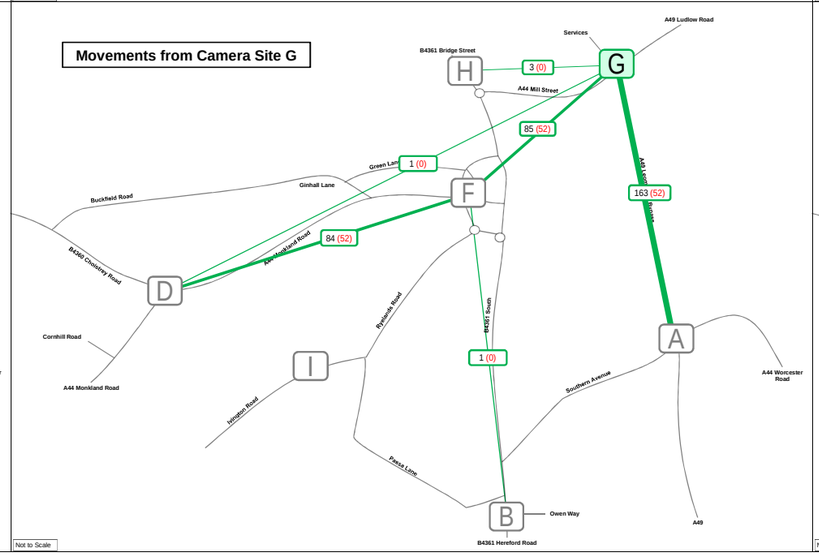
Leominster Transport Study - ANPR Summary	App B-7
Through Movements: PM Hour (1645-1745), Heavy Vehicles	

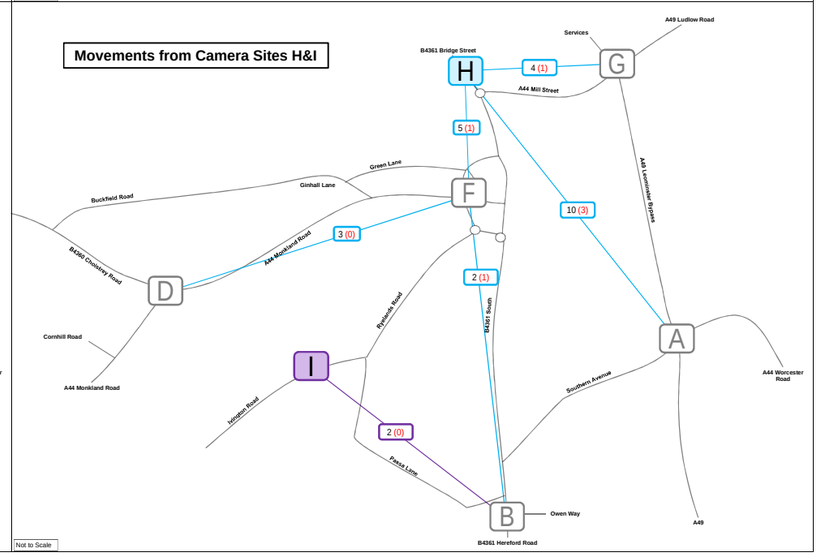












Key

0 - 50 Movements | 50 - 150 Movements | 150 - 300 Movements | 300 - 500 Movements | 500 - 1000 Movements | 1000 - 1500 Movements | 1500 - 2000 Movements | 2000 - 2500 Movements

(##) - ## - Total Heavy Vehicle Count, *(##)* - Total OGV 2 Count

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Leominster Transport Study - ANPR Summary	App B-8
Through Movements: 12 Hours (0700-1900), Heavy Vehicles	

Location	Ref	Link/ Junction Count	Automatic Traffic Count	ANPR Survey
A49 / A44 / Leominster Bypass, Roundabout Junction	Site A	ü	-	ü
B4361 (south of Owen Way	Site B	ü	-	ü
Monkland Road(NE) / Monkland Rd(SW) / Cornhill Rd	Site C	ü	-	-
B4360 / A44 / Barons Cross Rd, Roundabout Junction	Site D	ü	-	ü
Ginhall Lane / Cholstrey Rd(SE) / Cholstrey Rd(NW)	Site E	ü		-
A44 / B4361 / West St, Signalised Junction (Bargates)	Site F	ü	-	ü
A49 / A44 / Leominster Bypass, Roundabout Junction	Site G	ü	-	ü
B4361 Bridge St, (north of Ridgemoor Rd)	Site H	ü		ü
Irvington Rd (south of Passa Lane)	Site I	ü		ü
Dishley St / Bus Station entrance / Westbury St / Ryelands Rd	Site J	ü		
B4361 Bridge St	Site 1	-	ü	-
Ryelands Rd	Site 2	-	ü	-
B4361 Hereford Rd	Site 3	-	ü	-
B4360 Cholstrey Rd	Site 4	-	ü	-

Appendix B

EXISTING INFRASTRUCTURE CONDITION

Repaired Defects by Number and Type

Defect Repaired	Leominster		Ledbury	
	No of Defects	%age	No of Defects	%age
PT – Carriageway Repairs	3152	59.8%	1766	70.5%
DR – Drainage Repairs	702	13.3%	227	9.1%
SI – Sign Repairs	155	2.9%	108	4.3%
AR – Tree Clearance/ Repairs	153	2.9%	76	3.0%
WL – White Lining Repairs	0	0.0%	46	1.8%
SL – Street Lighting Repairs	18	0.3%	45	1.8%
PT – Footway Repairs	527	10.0%	43	1.7%
GR – Overgrown Vegetation	25	0.5%	29	1.2%
PL – Defective Infrastructure	13	0.2%	24	1.0%
KS – Kerb Repairs	300	5.7%	23	0.9%
EN – Spoil on the Highway	32	0.6%	22	0.9%
PW – Gate/ Stile Repairs	0	0.0%	22	0.9%
EN - Obstruction	34	0.6%	14	0.6%
PA – Defective Apparatus	12	0.2%	13	0.5%
GR – Verge – Repairs	54	1.0%	11	0.4%
SC – Litter Bin Damage	36	0.7%	10	0.4%
RA – Safety Barrier Repairs	8	0.2%	7	0.3%
BO – Bollard Repairs	26	0.5%	6	0.2%
WM – Grit Bin Damaged	20	0.4%	6	0.2%
FU – Bus Shelter/Bench Damage	2	0.0%	2	0.1%
FU – Lifebelt – Missing	0	0.0%	2	0.1%
GR – Vis Splay (Safety)	5	0.1%	2	0.1%

(09/13-03/17)

Appendix C

LEOMINSTER AREA NEIGHBOURHOOD PLAN, WORKSHOP AND SCHEME ALIGNMENT

Active Travel

The Leominster Area Neighbourhood Plan (2019) identifies possible actions that which can be implemented to achieve the agreed objectives. These included the following list. Where schemes have been identified that align with these Actions, the associated scheme reference is shown.

Area Neighbourhood Plan Possible Actions	Scheme(s)
Promote sustainable transport	1, 2, 3, 4, 5, 6, 7, 8, 9, 10, 11, 12, 13, 14, 15, 16, 24
Promote a healthy community	1, 2, 3, 4, 5, 6, 7, 8
Improve access to employment areas	
Improve facilities for indoor and outdoor leisure and recreation	
Improve opportunities for walking and cycling	
Improve air quality in the town centre, particularly at Bargates	
Prioritise walking and cycling	
Reduce the overall need to travel. Increase alternatives to the private car, whilst acknowledging opportunities for such action vary from urban to rural Leominster	
Increase the proportion of journeys by walking, cycling and public transport	
A safer more accessible Leominster Town Centre	

Ginhall Lane cycle link

Business Needs and Network Resilience

As in the previous section, Leominster Area Neighbourhood Plan Actions have been listed against any associated scheme.

Area Neighbourhood Plan Possible Actions	Scheme(s)
Build a strong, competitive economy	24, 26
Ensure the vitality of Leominster Town Centre	6, 7, 29, 30
Support a prosperous rural economy	2

A44 Bargates

Mill Street /Bridge Street Junction

Health, Safety and Well Being

Leominster Area Neighbourhood Plan Actions associated with Health Safety and well-being includes the following:

Area Neighbourhood Plan Possible Actions	Scheme(s)
Provide safe and accessible environments	1, 2, 8, 29, 30, 31, 32, 33, 34, 35, 36, 37, 38
A safer more accessible Leominster Town Centre	

Bargates – Pedestrian Refuge

Off Road Cycle Route

Town Centre

Feedback from Consultation

Create pedestrianised zone within the town centre incorporating High Street and Corn Square;
Promote Corn Square as an events space;
Introduce a 20mph limit within the town centre and residential areas;
Improve signage to local facilities and attractions;
Introduce trees and planting;
Develop The Grange open space.

Leominster Town Centre

As in the previous section, Leominster Area Neighbourhood Plan Actions have been listed against any associated scheme.

Area Neighbourhood Plan Possible Actions	Scheme(s)
Conserve and enhance the natural and historic environments	7, 8, 39, 42, 43, 45
Enhance and improve open spaces	8, 43
Green the town centre	7, 43
Retain and enhance our distinctive town centre and its buildings	7, 8, 39, 42, 43, 45
Protect heritage assets and particularly listed buildings and Conservation Areas	7, 28, 39, 43
Improve public areas, particularly the town centre	7, 8, 39, 42, 43, 45
Produce a high street palette of colours to create an attractive retail area that is locally distinctive and would improve the look of the town – alongside more tree planting, seating etc.	7

Appendix D

WORKSHOP ATTENDEES

Workshop List of Attendees	
Cllr Jenny Bartlett –Herefordshire Council/ Leominster Town Council	Leominster Rail Events & Welcome for Walkers
Cllr Feilcity Norman – Herefordshire Council/ Leominster Town Council	Ros Bradbury – CPRE Herefordshire
Cllr Trish Marsh – Herefordshire Council/ Leominster Town Council	Ian Connolly – West Mercia Police
Cllr John Stone – Herefordshire Council	Margaret Adams – Earl Mortimor School
Cllr Barry Durkin – Herefordshire Council	John Farrar – Leominster Civil Society
Cllr Clive Thomas – Leominster Town Council (LTC)	Ian Slater – Leominster Rail Users
Paul Russell – Clerk of Leominster Town Council	Tim Benson – Leominster Business Group
Julie Debbage – LTC Environment Team	David Watts - NFU

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