



# Ross-on-Wye

## Movement Study

---

Balfour Beatty Living Places

Rev	Date	Author	Comments
A	17/02/2020	M Hadley	Internal issue for review
B	26/06/2020	M Hadley	HC Officer Reviewed
C	30/09/2020	M Hadley	Ward Member Reviewed
D	09/11/2020	M Hadley	Stakeholder Reviewed
E	20/05/2021	D Neale	'Draft' reference removed, Final document for issue

This document and any information or descriptive matter set out herein, are the confidential and copyright property of Balfour Beatty. This document must be held in the strictest confidence by the recipient and must not be loaned or disclosed to any third party, copied or used for manufacturing, tendering or any other purpose without prior written consent from Balfour Beatty Living Places.

**CONTENTS:**

<b>EXECUTIVE SUMMARY .....</b>	<b>V</b>
<b>1 INTRODUCTION.....</b>	<b>1</b>
1.1 Background .....	1
1.2 Strategy Development and Delivery .....	1
1.3 The Town .....	1
1.4 Population Characteristics .....	3
1.5 Report Structure .....	5
<b>2 BASELINE TRANSPORT CONDITIONS &amp; PROBLEMS.....</b>	<b>6</b>
2.1 Introduction .....	6
2.2 Highway Network .....	6
2.3 Facilities for Pedestrians and Cyclists .....	10
2.4 Public Transport .....	15
2.5 Traffic Flows and Congestion .....	17
2.6 Parking .....	19
<b>3 TRANSPORT: LAND USE CHALLENGES AND OPPORTUNITIES.....</b>	<b>21</b>
3.1 Introduction .....	21
3.2 Development .....	21
3.3 Personal Travel .....	23
3.4 Journeys to School.....	27
3.5 Safety.....	27
3.6 Condition of the Public Realm .....	29
3.7 Traffic Management.....	30
3.8 Stakeholder Workshop .....	31
3.9 Conclusions.....	31
<b>4 STRATEGY OBJECTIVES.....</b>	<b>32</b>
4.1 Policy Review .....	32
4.2 Identification of Transport Strategy Objectives.....	40
<b>5 POTENTIAL INTERVENTIONS.....</b>	<b>42</b>
5.1 Introduction .....	42
5.2 Development Related Interventions.....	42
5.3 Stakeholder Workshop .....	43
5.4 Emergency Active Travel Measures .....	43
5.5 Feedback from Ward Councillors.....	44
<b>6 INTERVENTION SCORING FRAMEWORK.....</b>	<b>45</b>
6.1 Introduction .....	45
6.2 Scoring Framework .....	45
<b>7 INTERVENTION ASSESSMENT SCORING .....</b>	<b>49</b>
7.1 Intervention Scores .....	49
<b>8 DELIVERY .....</b>	<b>54</b>
<b>9 CONCLUSIONS AND RECOMMENDATION .....</b>	<b>55</b>
<b>10 GLOSSARY.....</b>	<b>56</b>

**Appendices:**

- Appendix A: Streetlighting Plan
- Appendix B: Bus Stop Audit
- Appendix C: Recorded Traffic Flows
- Appendix D: Workshop Attendees
- Appendix E: Scheme Details

**Tables:**

Table 1-1: Population Profile .....	3
Table 1-2: Index of Multiple Deprivation .....	3
Table 2-1: Cyclist Flows .....	14
Table 2-2: Summary of Ross-On-Wye Bus Services .....	15
Table 2-3: Summary of ANPR Captured Trips .....	18
Table 2-4: Public Car Park Provision in Ross-On-Wye .....	19
Table 2-5: Public Car Park Charges in Ross-On-Wye .....	20
Table 2-6: Ross-On-Wye Residential Permit Parking Zones .....	20
Table 3-1: Method of Travel to Work .....	23
Table 3-2: Car Ownership Levels .....	23
Table 3-3: Distance Travelled to Work .....	24
Table 3-4: Top Ten Destination/Origin for Employment .....	25
Table 3-5: St Josephs Primary School Modal Split (Travel to School) .....	27
Table 3-6: JKHS Modal Split (Travel to School) .....	27
Table 3-7: Collisions Recorded in Ross-On-Wye .....	28
Table 3-8: Causal Factor Categories .....	28
Table 3-9: Causal Factor Attributed to Collisions In Ross-On-Wye .....	29
Table 3-10: BBLP Repaired Public Realm Defects .....	29
Table 3-11: Ross-On-Wye TRO Requests .....	30
Table 4-1: Herefordshire LTP Key Policy Summary .....	37
Table 4-2: Alignment of Objectives and Wider Policies .....	41
Table 4-3: Links Between Objectives and Problems .....	41
Table 5-1: Summary of Development Related Interventions .....	42
Table 6-1: Scheme Assessment Scoring Criteria .....	46
Table 6-2: Scheme Scoring Framework .....	47
Table 6-3: Initial Scheme Scoring Appraisal .....	48
Table 7-1: Summary Intervention Appraisal .....	50
Table 8-1: Suggested Next Steps Work Packages .....	54

**FIGURES:**

Figure 1-1: Herefordshire Strategic Road Network ..... 2

Figure 1-2: IMD by LSOA in Ross-On-Wye/Wilton..... 4

Figure 2-1: Ross-On-Wye Road Hierarchy ..... 8

Figure 2-2: Ross-On-Wye – Town Centre and One-Way System ..... 9

Figure 2-3: Sample Crossing Provision ..... 10

Figure 2-4: Ross-On-Wye– Formal Crossing Facilities ..... 11

Figure 2-5: Ross-On-Wye – Cycle Facilities ..... 13

Figure 2-6: Herefordshire Priority Bus Network (LTP) ..... 15

Figure 2-7: Local Bus Facilities ..... 16

Figure 2-8: Traffic Survey Type And Locations ..... 17

Figure 2-9: Proportion of External Movements by Route ..... 18

Figure 2-10: Ross-On-Wye Car Park Locations..... 19

Figure 3-1: Ross-On-Wye NDP Settlement Boundary Extract (Figure 9) ..... 22

Figure 3-2: Ross-On-Wye Commuting Methods (Town Level): 2011 Census ..... 24

Figure 3-3: Journeys to Work from Ross-On-Wye (Out-Commuting) ..... 26

Figure 3-4: Journeys to Work in Ross-On-Wye (In Commuting)..... 26

Figure 4-1: Summary Principles of Cycle Infrastructure Design ..... 33

## Executive Summary

Herefordshire Council is working in partnership with Balfour Beatty Living Places and key stakeholders to develop public realm and transportation improvements for Ross-on-Wye. Following desktop research and sites visits, Balfour Beatty Living Places held a workshop in 2019 with key stakeholders to gain insight into the local issues and to expand upon locally set objectives to enhance the public realm and transportation infrastructure within Ross-on-Wye and the immediate adjoining villages

This report:

- Describes existing conditions;
- Reviews existing objectives from the Ross-on-Wye 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 several suggested public realm and transport improvements; and
- Recommends next steps and further work required to take this strategy toward scheme delivery.

The strategy indicates the merits of several schemes to take forward with the available budgets, and the next steps required to progress town centre enhancements, support active travel in the town, and address the climate emergency. Suggested schemes of note include:

- New crossing facilities at numerous locations within the town;
- Enhanced cycle parking;
- Consideration of bus stop provision and supporting facilities on Cantilupe Road;
- Consideration of 20mph zones within the town;
- Improvements to Wilton Road car park and the linkages to and from the town centre;
- Change to Gloucester Road / Broad Street / High Street junction; and
- Consideration of part time pedestrianisation of High Street.

Since the commencement of the study, the outbreak of the global pandemic has influenced thinking on movement in public spaces, social interaction and modal choice, and places a greater emphasis on supporting active travel measures within the town.

# 1 Introduction

## 1.1 Background

- 1.1.1 In 2019 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 Ross-on-Wye.
- 1.1.2 The initial work follows the approach adopted within other market town studies conducted in the County 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 strategy 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, Ross-on-Wye 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.

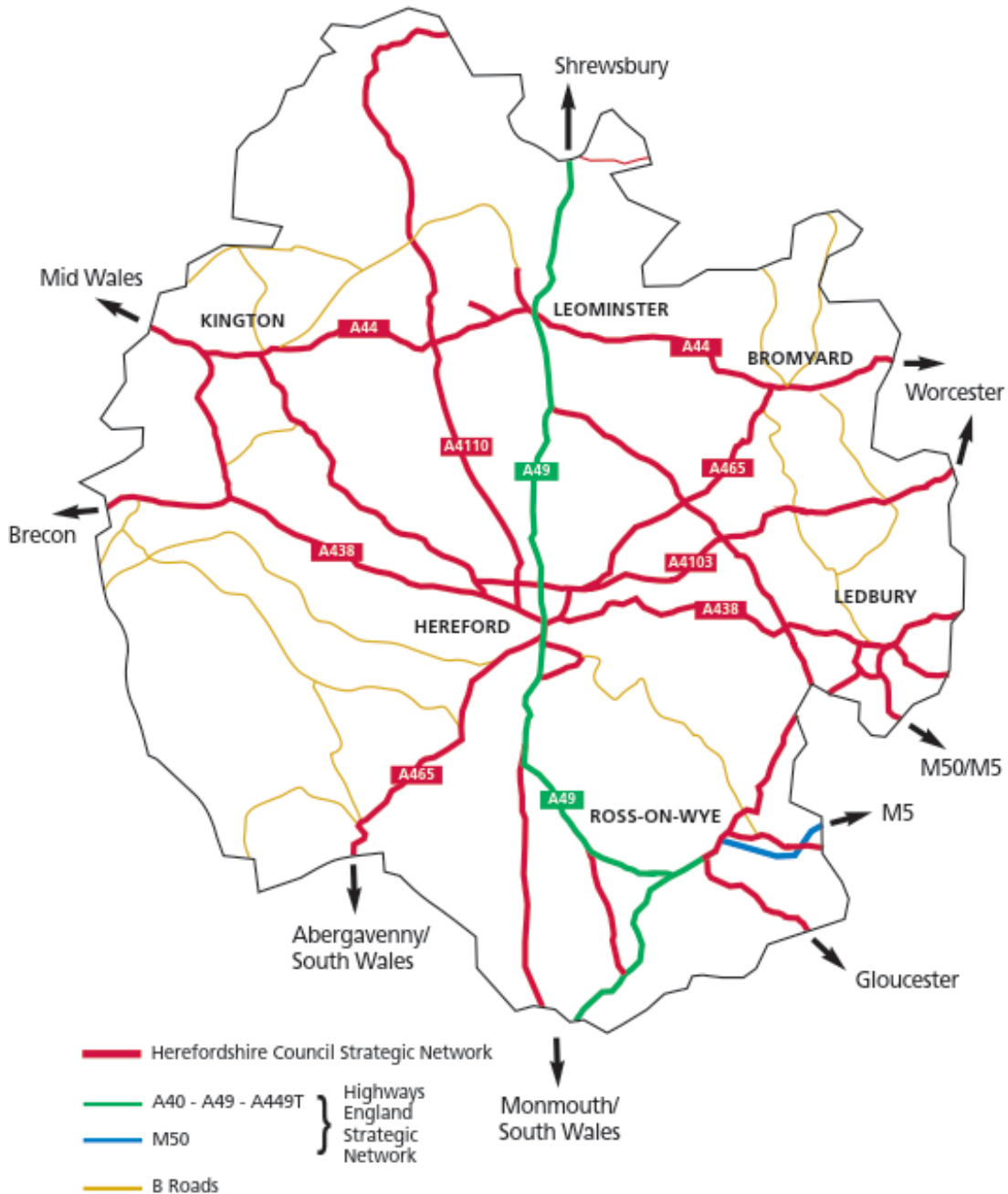
## 1.2 Strategy Development and Delivery

- 1.2.1 Within the context of the Core Strategy and Neighbourhood Local Plan (LP), Ross-on-Wye is identified as a market town suitable for growth. 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 Ross-on-Wye is a typical English market town, with a population of 10,582 within the town itself (Census 2011) and a further 13,391 in the rural sub-locality. Ross-on-Wye is located approximately 16 miles to the south east of Hereford. It is the centre for many parishes in the south of the County, as well as several of the local villages in neighbouring Gloucestershire and to a lesser degree Monmouthshire.
- 1.3.2 Ross-on-Wye has been a market town since 1138, and its central area is noted for a variety of medieval, Georgian and Victorian buildings. The town is primarily sited on a bluff above a bend in the River Wye, and a large portion of the town lies with the Wye Valley Area of Outstanding Natural Beauty.

1.3.3 Ross-on-Wye town centre is home to a variety of retail businesses and hosts a regular weekly market. Ross-on-Wye is identified as one of the five market towns in the Herefordshire Local Plan Core Strategy with a good provision of independent retailers. Ross-on-Wye is a primary location for food shopping for residents, with its scenic setting as gateway to the lower Wye Valley, historic environment and niche shopping making 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 older than the County average.

**Table 1-1: Population Profile**

Age Range	Ross-on-Wye	Herefordshire
Under 16	16.0%	17.1%
16-24	9.9%	9.7%
25-44	22.7%	23.2%
45-64	27.9%	28.6%
65 and over	23.5%	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 (33.9% compared to 28.8%). The chart below shows the levels of deprivation within Ross 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. Compared with other LSOA's in the county, the town appears to have lower than average levels of deprivation, except for the LSOAs of John Kyrle which is one of the most deprived in Herefordshire. Conversely Archenfield is shown to be the third least deprived in Herefordshire.

**Table 1-2: Index of Multiple Deprivation**

LSOA Name	LSOA Ref	NATIONAL RANK (1=most deprived; 32,844=least deprived)	HEREFORDSHIRE RANK (1=most deprived; 116=least deprived)
Ross - John Kyrle	E01014064	6472	9
Ross Riverside	E01014066	14200	55
Ross - Tudorville	E01014063	15710	71
Ross - Greytrees	E01014065	16063	74
Ross - Chase	E01014062	16179	75
Over Ross and Hildersley	E01014061	25560	108
Ross - Archenfield	E01014067	30416	114

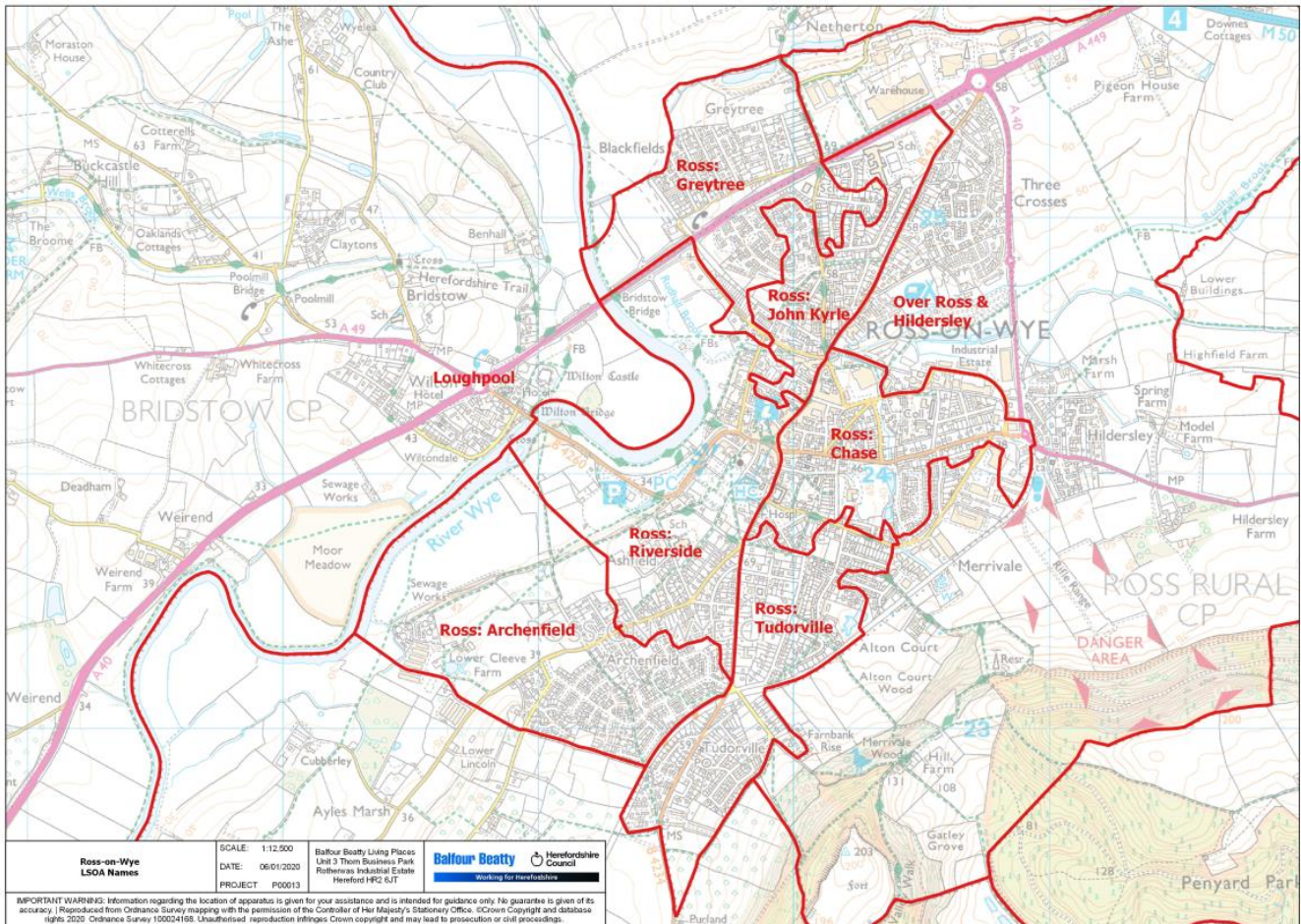


Figure 1-2: IMD by LSOA in Ross-on-Wye/Wilton

## 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 The 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 Ross-on-Wye. An understanding of these conditions is essential in order to assess the challenges being faced by road users, transport operators and residents and 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 A40, A449 and M50 all form part of England's Strategic Road Network and run to the north of Ross-on-Wye, forming a northern bypass. The A40 runs from the Welsh border in the south west to join the A449 at the north of Ross-on-Wye. The A449 then joins with the M50 to the north east of Ross-on-Wye and runs eastwards to connect with the M5. The B4234 and B4260 also intersect through the town.

- A40 – Forming the northern and eastern bypass to the town, the route is under the jurisdiction of Highways England to the north of Ross, and Herefordshire Council to the east.
- A449 – Continuing northwards the dual carriageway connects to the M50 (junction 4).
- A49 – running northwards to Hereford.

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

- Wilton Road (B4260) – 40mph upon exiting the A449/A49/A40 roundabout, the speed limit reduces to 30mph after crossing the river Wye. This is the main entry for traffic from Hereford and the north of the county, and from Monmouth and south Wales.
- Gloucester Rd (B4260) – The route provides access from points east including nearby villages of Weston Under Penyard, and onto Gloucester. Large employment areas can be found lying to the north and south of this road, which is generally fronted by larger residential properties is a good width for traffic it caters for.
- Ledbury Rd / Over Ross St (B4234) – one of five arms off the A40 Over Ross roundabout, Ledbury Road is elevated relative to the town centre and provides access from the east side of the county (e.g. Ledbury) and points to the north east (M50, Tewkesbury etc).
- Walford Rd (B4234) – the south western route into the town the road continues onto Symonds Yat, Kerne Bridge and the Forest of Dean. Within the built-up area many

residential estates (circa 1970's) onwards lie to both sides, before the route enters older parts of Ross-on-Wye with an historic street geometry reflective of this past. This is characterised by Copse Cross Street where the footway is pinched, and two-way traffic cannot pass freely.

- Archenfield Rd (C1274) – running semi-parallel to Walford Road (from where it diverges at the Prince of Wales pub) this is characterised by larger chiefly detached properties and could be considered more rural in nature due to the boundary treatment and hedges that run alongside sections of the road.
- Alton Rd/Alton St (C1279) – this runs east/west to the south of Gloucester Road, wider and modern to the eastern end through industrial areas, it narrows closer to the centre with pinch points, on street parking and boundaries dictating the speed and driver behaviour.
- Brampton Rd/Brampton St (C1273) – coming from the north and the village of Brampton Abbots, it passes through the residential area of Greytrees, Brampton Abbott Primary School and through to the town centre. The road has a significant change in topography as it enters the town and drops after crossing the A40 to join Over Ross Street with several residential estates either side, as well as direct residential frontages.

2.2.3 Within the town centre an outer circulating loop is formed by the following roads encircling the primary retail and historic central area.

- Edde Cross Street – runs north/south to the west of the town centre. The geometry at the junction with High Street has resulted in a give and take system in operation which, with poor sightlines, can be confusing for drivers new to the area.
- Greytrees Road – runs east/west to the north of the central core. Chiefly residential in nature, widths are limited by parked vehicles whilst the junction with Edde Cross Street can be difficult for two-way operation involving larger vehicles for example buses.
- Millpond St running north south to the east side of the centre, joins Greytrees Road and Brookend Street with Over Ross St (Ledbury Road/Brampton Road) with a double min-roundabout arrangement. The road sits alongside the town's largest supermarket (Morrison's).
- Station Street – starting at the main shopping street of Broad Street, this extends to join Millpond Street and passing Cantilupe Road through a mini-roundabout and onto Ashburton industrial estate and Gloucester Road.

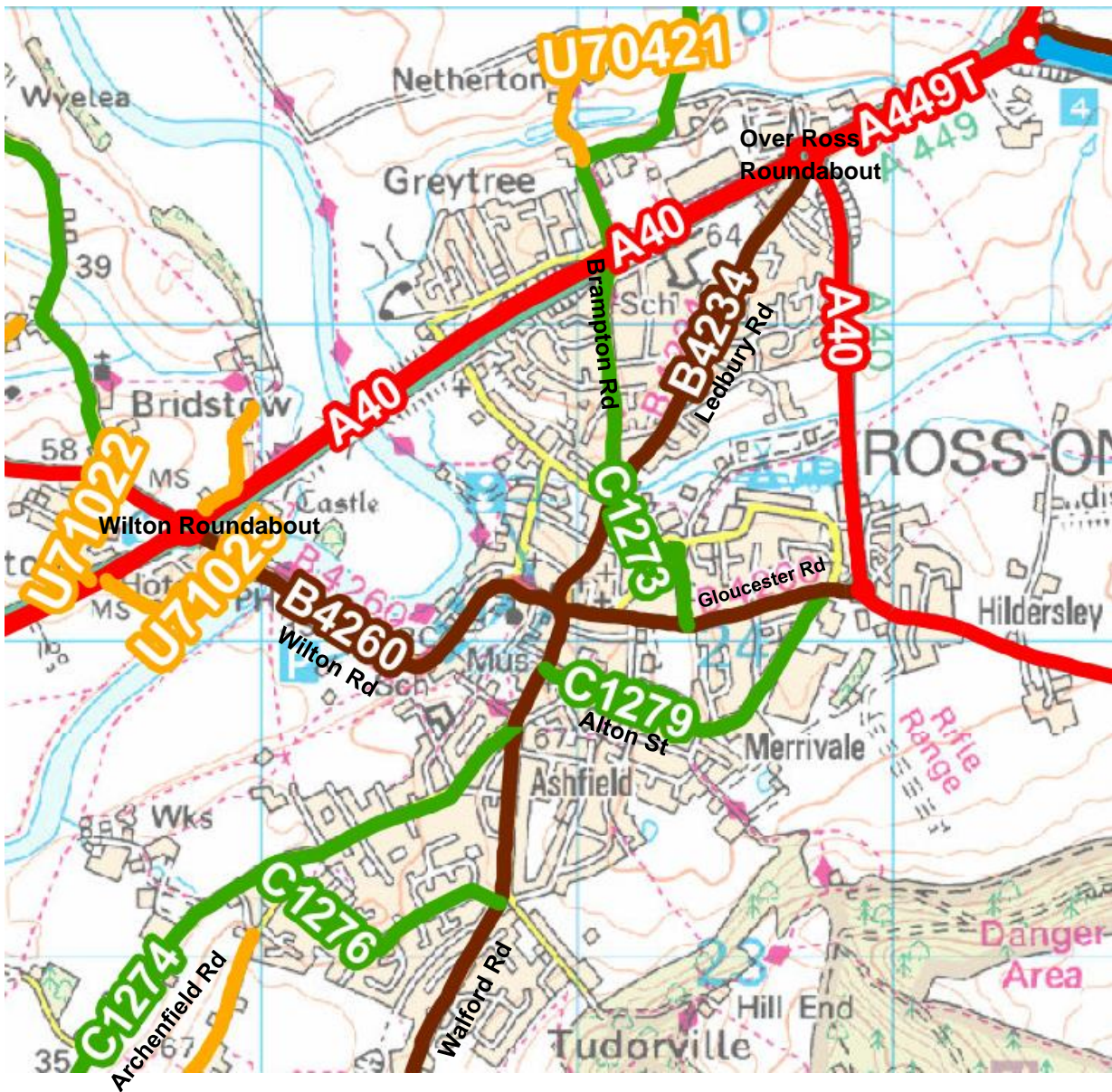
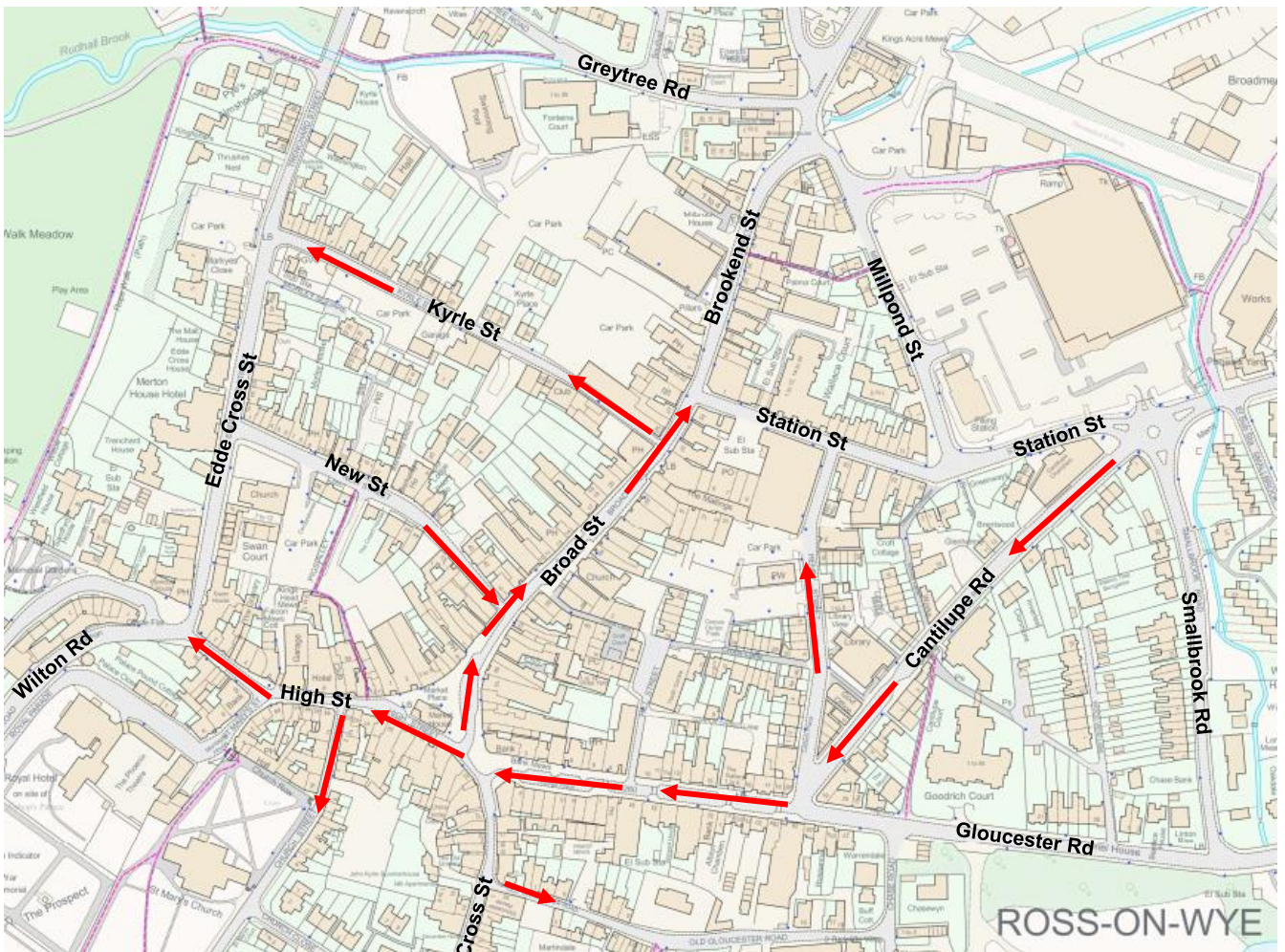


Figure 2-1: Ross-on-Wye Road Hierarchy



**Figure 2-2: Ross-on-Wye – Town Centre and One-Way System**

2.2.4 Within the town centre there is a one-way system that was introduced in the mid 1980's to manage vehicle flows on roads where widths are limited to readily accommodate two-way flow of larger vehicles (in particular along High Street) or where conflicts with parking occur.

- Cantilupe Road – connects Station Road to Gloucester Road and is the main public transport hub for the town.
- Gloucester Road – continues as one-way past Cantilupe Road onto the junction with Copse Cross Street / High Street and Broad Street.
- High Street – this closes the loop back to Edde Cross Street and Wilton Road, fronted by many listed structures and the Market House.
- Broad Street – this forms the traditional retail core of the town

2.2.5 In addition to the above several other roads provide access internal to the central area for car parks and on street parking alongside residential and retail uses. These include Kyle Street, New Street, Hill Street and Henry Street.

## 2.3 Facilities for Pedestrians and Cyclists

- 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. On parts of High Street and Millpond Street, widths are below 1.0m. which is undesirable in light of the nature of pedestrian movements and traffic mix.
- 2.3.2 Throughout the town there is a mixture of signalised crossings (five), zebras (four), and refuge islands to assist ease of movements. The Zebra crossings are concentrated in the city centre on Cantilupe Road, Broad Street, Millpond Street and Station Street, with signalised crossings on Ledbury Road, and Walford Road. In addition, there is a toucan crossing on the A40 to the east side of Wilton roundabout.



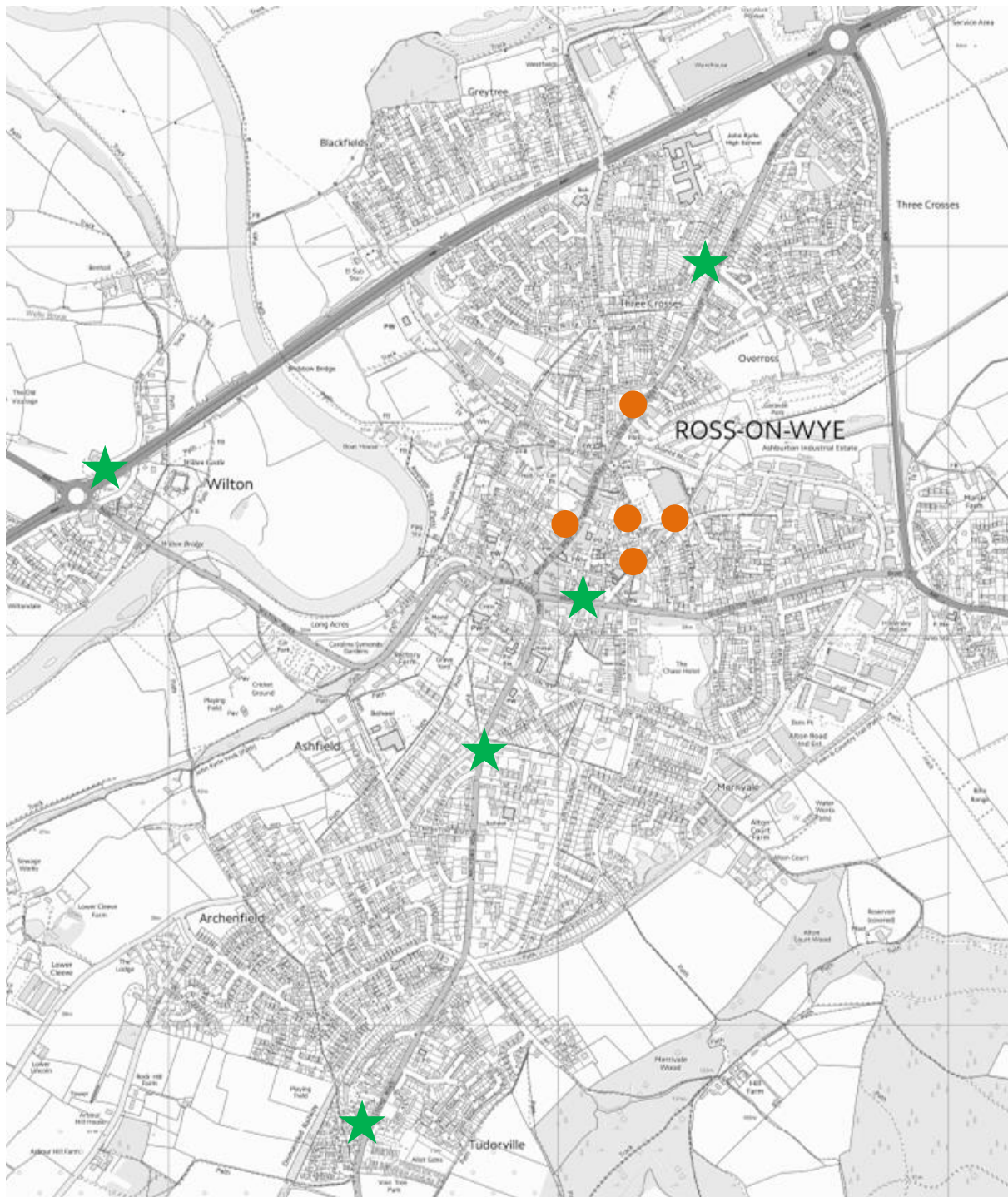
Cantilupe Road Zebra Crossing



Walford Road signalised crossing

**Figure 2-3: Sample Crossing Provision**



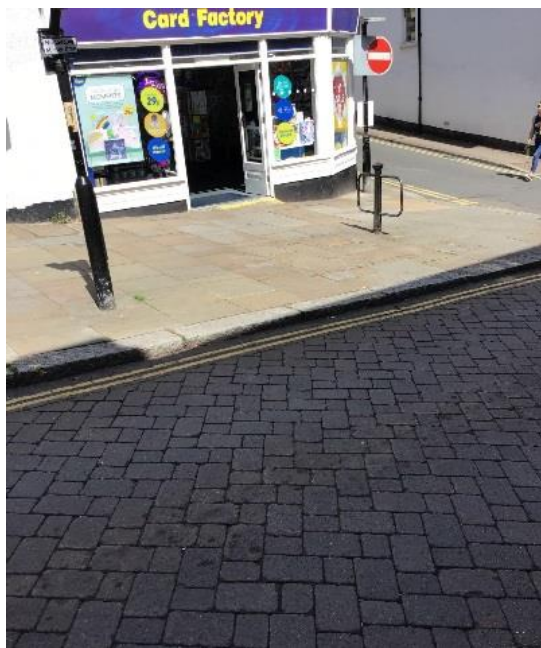


**Figure 2-4: Ross-on-Wye– Formal Crossing Facilities**

- Zebra Crossing
- ★ Signal Controlled Crossing

- 2.3.3 Wilton Road/Edde Cross Street/Greytree Road/Millpond Street. The route provides access to the town centre from the north west and access through/to the town centre. It connects the A449 on the west side of Ross-on-Wye and travels through Wilton Road over the historic Wilton Bridge and a well-used public space next to the Wye. It then climbs uphill past the Man of Ross pub into the town centre
- 2.3.4 Ledbury Road/Over Ross St (B4234): The route in from the north west connects the town centre to the A449 roundabout. There is a footway consistently on the southbound side of the carriageway and only intermittently on the northside. Exiting the roundabout travelling south, it passes a pleasant housing estate as well as a school. The road also contains one of the few cycling provisions in Ross-on-Wye with a dedicated cycle lane stretching for 300m on the northbound lane of the carriageway. It then reaches the double roundabout in the centre of town with a garden dedicated to the railways.
- 2.3.5 Alton Road/Alton Street: The route provides access to a large industrial area as well as local housing. It connects Gloucester Road to the main route south of the town centre. Exiting Gloucester Road, it has wide footpaths on both sides as well as a wide carriageway for the first half of the road that also contains the industrial estate. However, as it becomes Alton Street the character changes with the footpath on the eastbound side of the carriageway ending after the junction with Chase Side, whilst on the westbound side it narrows to less than 1.2m in width at times, and is absent at one point where a PROW joins. In addition, cars park heavily on the eastbound carriageway causing the road to narrow to one effective lane.
- 2.3.6 As Alton Street continues west of Kent Avenue the footway ends on the westbound side and for about 30m on the eastbound side, causing pedestrians to walk on the carriageway. Drainage in this area is noted as below the preferred standard and evidence is that it can flood in heavy rain. There is formalised parking at the junction with Copse Cross Street that can lead to queues eastbound as drivers wait for the cars to exit impacting the safe passage of pedestrians. The quality of the carriageway and footways throughout are viewed as being below the desirable standard.
- 2.3.7 Entering Ross-on-Wye from the south, Walford Road passes multiple housing estates with wide footways and a wide carriageway in typical to good condition. It contains play and recreation areas, a community centre and a post office/store and walking access toward two schools.
- 2.3.8 Most of the PROW walking network is deemed as being in typical condition: this being generally an acceptable level for leisure walking and can be safely used but would benefit from some improvement measures to provide safe routes to school and work.
- 2.3.9 In addition, the existing street lighting provision within Ross-on-Wye has been reviewed. A plan identifying existing street lighting asset can be seen in **Appendix A**. Street lighting is present within most of the signed cycle and walking routes as well as residential areas.
- 2.3.10 The town is not on the national cycle route network and has little dedicated cyclist provision. The town's size makes it conducive to promote and secure growth in levels of cycling, however there are low levels of cycling recorded in Ross-on-Wye relative to Herefordshire's other towns. There appears to be resistance to cycling amongst the wider public based on safety concerns, topography and road condition.

2.3.11 There is no connected cycle network. The T&C Trail is deemed as being generally for leisure cycling. The short section of dedicated cycle lane on Ledbury Road is isolated and regularly used by cars because the road is of insufficient width to accommodate the regularly parked cars, two-way vehicle traffic and the cycle lane.



Cycle Rack – Broad Street



Cycle lane: 300m in length – Ledbury Rd



Cycle only turning Alton Street

**Figure 2-5: Ross-on-Wye – Cycle Facilities**

2.3.12 An examination of the recorded cycle flows during the 12-hour survey indicates the largest concentration is to the east of the town centre by the double mini-roundabout on Brookend Street. Generally recorded cycle volumes were shown to be low, typically less than 1% of the total flow. Generally, there is an apathy towards cycling amongst the wider public based on safety fears, topography and road condition.

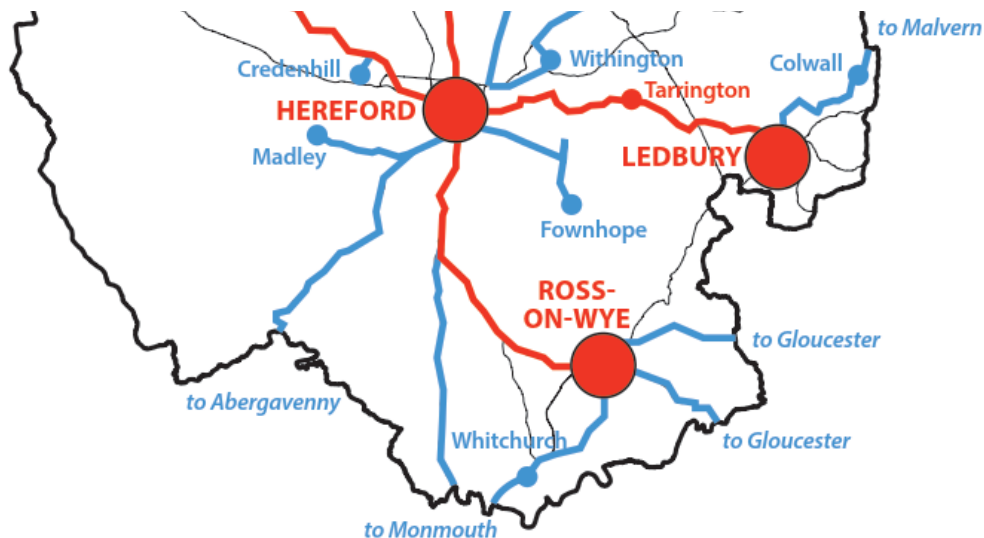
Table 2-1: Cyclist Flows

Road/Location	Site/Arm	12-hour two-way cycle flow	%age
A40 (Wilton Rabt eastern arm)	Site A-A	2	0.05%
Wilton Rd	Site A-B	16	
BP Garage/The Pippins	Site A-C/D	2	
A40 (Wilton Rabt Western arm)	Site A-E	1	
A49	Site A-F	13	
Brampton Road	Site B	27	3.5%
Netherton Rd	Site C-A	0	0.03%
A449 (Labels roundabout eastern arm)	Site C-B	11	
A40 (Labels roundabout southern arm)	Site C-C	2	
Ledbury Rd	Site C-D	8	
A40 (Labels roundabout western arm)	Site C-E	1	
Hildersley Place	Site D-A	2	0.2%
A40/Gloucester Rd Roundabout (eastern arm)	Site D-B	26	
Gloucester Rd	Site D-C	30	
A40/Gloucester Rd Roundabout (northern arm)	Site D-D	3	
Walford Rd	Site E	31	0.6%
Lincoln Hill	Site F	4	2.2%
Archenfield Rd	Site G	17	2.5%
Broad Street	Site H-A	21	0.35%
Gloucester Rd	Site H-B	15	
Copse Cross Street	Site H-C	31	
High Street	Site H-D	7	
Over-Ross St	Site I-A	45	0.45%
Brookend St	Site I-B	39	
Millpond St	Site I-C	24	
Greytree Rd	Site I-D	14	
Alton Road	Site J	44	0.8%
Gloucester Rd east of Smallbrook Rd	Site K	14	0.3%
Station Approach, east of Smallbrook Rd	Site L	19	0.3%
Homs Road, west of Trenchard Street	Site M	11	0.9%

## 2.4 Public Transport

### Bus Services

2.4.1 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.



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

2.4.2 There are few services that extend into the evening with the services being a mixture of commercial and financially supported. After discussion with the main 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. It is added that the current Covid 19 pandemic has severely impacted bus patronage, and timetables have been regularly amended in the preceding 10 months. The provision below reflects the situation prior to the adjustments in light of Covid 19.

**Table 2-2: Summary of Ross-on-Wye Bus Services**

No	Route	Operator	Typical Frequency
31	Whitchurch - Llangrove - Ross-on-Wye	Nick Maddy Coaches	Weekly
32	Ross-on-Wye - Gorsley - Newent - Highnam – Gloucester	Stagecoach in Gloucester	3 a day
33	Gloucester - Mitcheldean - Lea - Ross-on-Wye - Hereford	Stagecoach in Gloucester	Hourly
34	Ross - Monmouth	Stagecoach West	7 a day
35	Ross - Monmouth	Stagecoach West	4 a day
40	Ross-on-Wye - Greytrees (Circular)	Stagecoach West	5 a day
40A	Ross-on-Wye - Tudorville (Circular)	Stagecoach West	3 a day
44	Ross-on-Wye - King's Thorn	Stagecoach West	3 a day
458	Ross-on-Wye - Mordiford	Nick Maddy Coaches	Weekly
459	Ross-on-Wye - Ledbury	Nick Maddy Coaches	Weekly
746	Ross-on-Wye - Mitcheldean - Cinderford	Stagecoach in Gloucester	3 a day

Data correct as of timetables 20/12/19

2.4.3 Local issues affecting services relate to localised congestion and vehicles parking restricting the manoeuvrability of vehicles giving rise to several near misses/vehicle collisions.

**Bus Stops**

2.4.4 Within the town the main hub for services is along Cantilupe Road, with no formal bus station in the town. Around the town there are few bus shelters aside from those on Cantilupe Road. In assessing an identified 53 bus stops within the town the following features are noted:

- 98% of bus stops are lit, chiefly by adjoining street lighting
- 70% of bus stops have a flag indicating their presence. Many of those without are either irregular (e.g. weekly) service or there is no footpath on the side of the carriageway
- A third of bus stops have timetable information provided
- 23% have a marked bus bay on the carriageway
- Other aspects in decreasing order are seating (17%), raised kerbs (13%) and a bin (11%).

2.4.5 Further details of the bus stop Audit can be found in **Appendix B**.



Ledbury Road – simple bus stop provision



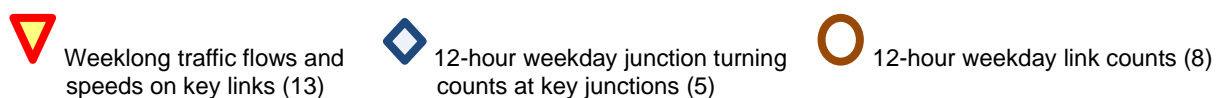
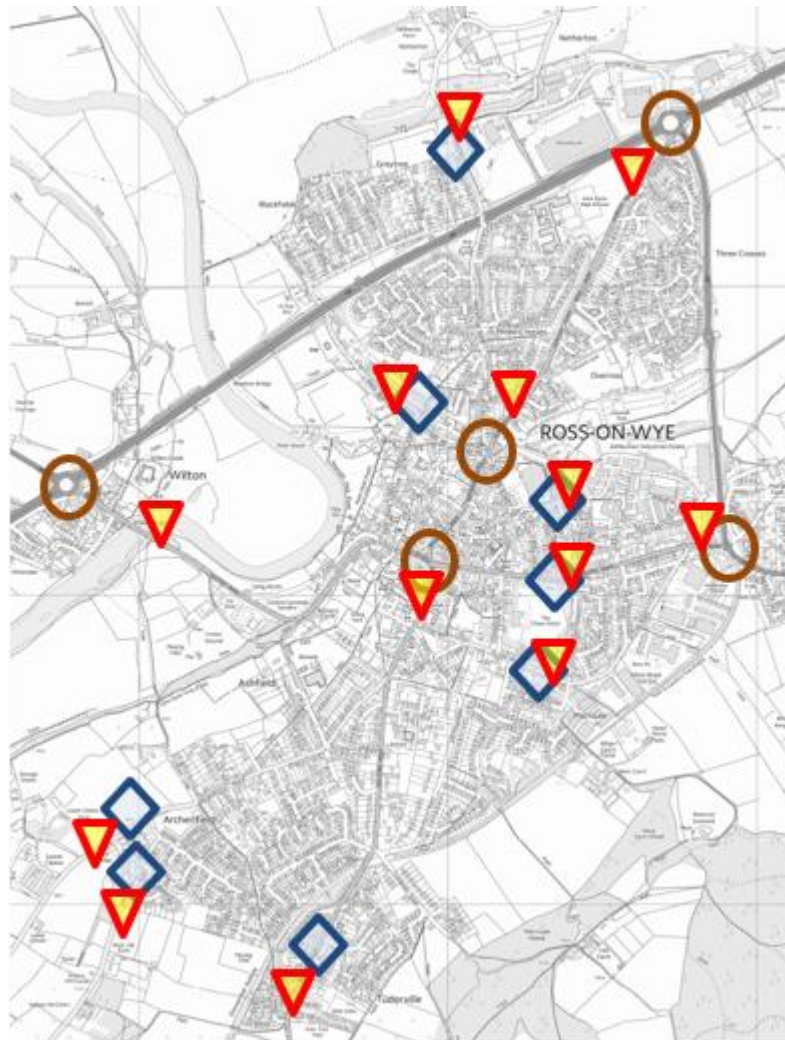
Cantilupe Road- main bus hub with mixed provision

**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 several surveys were undertaken in May 2019. These included 12-hour junction turning counts, weeklong automatic traffic counts and a 12-hour Automatic Number Plate Recognition (APNR survey). Full details of the survey types and locations are detailed in **Appendix C**.



**Figure 2-8: Traffic Survey Type and Locations**

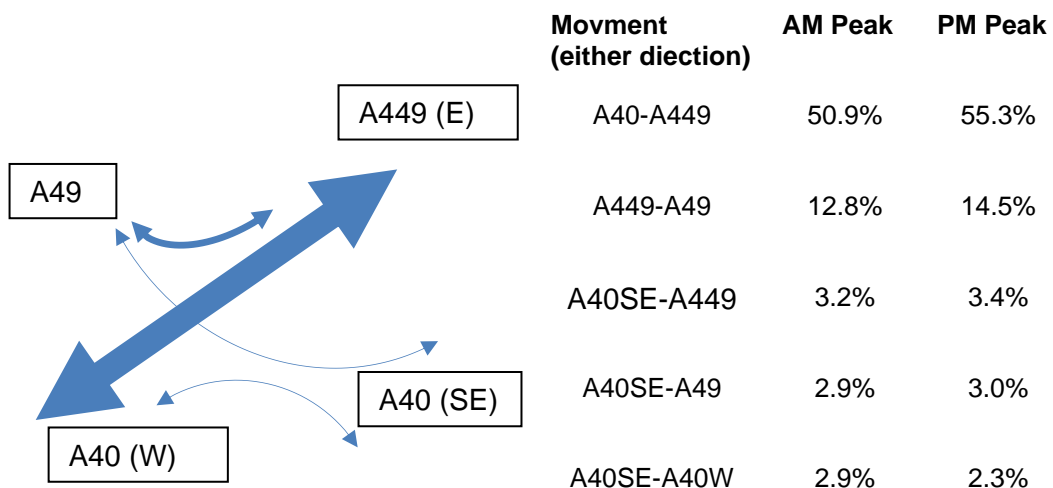
2.5.2 Analysis of the ATC and MCC surveys identified the following as peak hours in vehicle movements within the study area, but with local variation as detailed in Appendix C:

- AM Peak Hour: 08:15 to 09:15
- PM Peak Hour: 16:30 to 17:30

- 2.5.3 Using the ANPR data allows an understanding of the general movement of traffic within and around the town and to distinguish local (i.e. those that either start and/or end in the town) and ‘through’ movements. The survey captured 91.5% of all registrations, and subsequently matched 98% of those to a journey or routing point. Note whilst the cordon of count sites is designed to ensure trips are counted, trips can often only pass by one site as their start/end point falls between a survey site.
- 2.5.4 The survey counted some 238,993 individual movements, and in turn matched approaching 50,000 trips during the 12-hour period. By far the greatest movements not unsurprisingly based on the survey points being through trips along the A449-A40-M50 (26%). In total some 52% of trips were identified as not having an origin or destination within Ross-on-Wye.
- 2.5.5 In looking at the other trip types, 38% of trips either began or ended in the town, with the remaining 10% being solely captured as being trips internal to Ross-on-Wye. It is these types of trips that are suitable to target for change away from vehicle to other active travel or sustainable transport modes.

**Table 2-3: Summary of ANPR Captured Trips**

Movement	AM Peak	PM Peak	7AM-7PM
Through trips	46.4%	49.9%	52.2%
To/From Ross-on-Wye	44.2%	40.7%	37.8%
Internal to Ross-on-Wye	9.4%	9.4%	10.0%
Trips captured	4,286	4,310	48,912



**Figure 2-9: Proportion of External Movements by Route**



## 2.6 Parking

2.6.1 Ross-on-Wye currently has nine pay and display public car parks located around the town with a combined capacity of approaching 800 spaces. Parking usage records indicate 68% of stays are up to two hours long, whilst 26.5% are all day. The latter value is the largest amongst all of Herefordshire’s market towns where the average is 17.5%. Based on tickets sold The Maltings is the town’s busiest car park, accounting for nearly 50% of all ticket sales. In addition to these public car parks, private cars parks such as Morrisons and Aldi support the town centre parking offer.

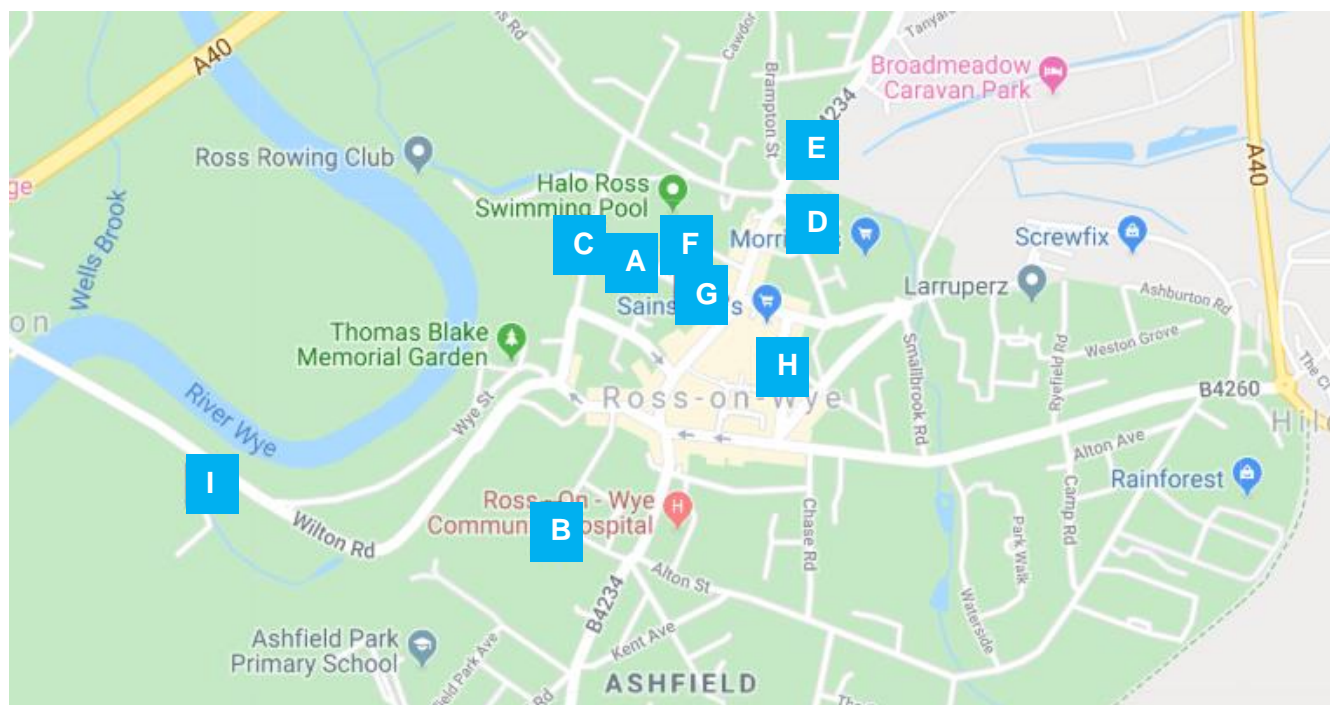


Figure 2-10: Ross-on-Wye Car Park Locations

Table 2-4: Public Car Park Provision in Ross-on-Wye

Car Parks	Ref	Spaces	Disabled Spaces	Coach Spaces	Motorcycle Bays	Long or Short Stay
Corn Exchange	A	55	3	0	4	Long
Crossfields	B	19	1	0	1	Long
Edde Cross Street	C	49	1	0	0	Long
Kings Acre Lower	D	45	2	0	1	Long
Kings Acre Upper	E	78	2	0	0	Long
Kyrle Street	F	29	1	0	1	Long
Red Meadow	G	126	2	3	1	Long
The Maltings	H	107	4	0	2	Short
Wilton Road	I	279	0	0	0	Long
<b>Total</b>		<b>787</b>	<b>16</b>	<b>3</b>	<b>10</b>	

Data collected from Herefordshire.gov.uk

2.6.2 At present (Dec'19) electric vehicle charging points exist within Red Meadow Car Park, and within Morrisons supermarket car park.

**Table 2-5: Public Car Park Charges in Ross-on-Wye**

Car Parks	Monday- Saturday (8am-6pm)					Sunday
	Up to 1 hr	Up to 2 hrs	Up to 3 hrs	Up to 4 hrs	Up to 24 hrs	All Day
Corn Exchange	£1	£1.50	£2	£2.50	£5	£1
Crossfields	£1	£1.50	£2	£2.50	£5	
Edde Cross St	£1.50					£1
Kings Acre Lower	£1.50					£1
Kings Acre Upper	£1.50					£1
Kyrle Street	£2					£1
Red Meadow	£1	£1.50	£2	£2.50	£5	£1
The Maltings	£1*	£1.50	£2.50	N/A	N/A	£1
Wilton Road	£1					£1

\* Short stay up to 30 minutes for 60p

2.6.3 Within the town on-street parking is present on many of the central areas' roads including Broad Street, Gloucester Road, Kyrle Street, and Cantilupe Road with the Town Council's parking management study (2015) estimating there to be some 320 spaces. That same study showed a high volume of usage amongst what is generally short stay limited waiting (30 minutes upwards).

2.6.4 Residential permit parking is also present on several central roads with 4 zones currently in place. Anecdotal evidence suggests all day, parking beyond the periphery of the controlled parking zone (largely by town centre workers wishing to avoid parking charges) does create conflicting parking demands in some residential streets.

**Table 2-6: Ross-on-Wye Residential Permit Parking Zones**

Zone	Properties Eligible
Zone RA	St Marys St, Wilton Rd (between both junctions with Wye St), Wye St, Royal Parade
Zone RB	Alton St (no's 1-3), Church Street, Copse Cross St, Old Gloucester Rd, Walford Rd (The Toll Cottage), Old Maid's Walk, Church Close
Zone RC	Edde Cross St, Kyrle St, New St, William Gilpin Place
Zone RD	Cantilupe Rd, Crofts Court, Crofts Ln, Gloucester Rd (no's 21-26, Oriel House, Beatrice House, Linton Rise), Henry St, Hill St, Smallbrook Gardens, Smallbrook Rd, Station St, Goodrich Court

## 3 Transport: Land Use Challenges and Opportunities

### 3.1 Introduction

3.1.1 Ross-on-Wye has several 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 (Ross-on-Wye Town Council)

### 3.2 Development

3.2.1 For a town of its size Ross-on-Wye is planned to accommodate a significant increase in the levels of housing development. Herefordshire Core Strategy Policy RW1 – Development in Ross-on-Wye which states that:

“Ross-on-Wye will accommodate a minimum of 900 new homes balanced with approximately 10 hectares of allocated employment land during the plan period.”

3.2.2 This would represent a significant growth against the current circa 5,000 homes in the town (2011 census) and it is important that the new homes and employment and integrated into the town’s network to ensure ease of access for all users.

3.2.3 Previous planning permissions have been granted for various sites within the town, which are currently under construction or await commencement as noted below.

Development	Scheme
P173600/O Model Farm Hildersley	Development of employment B1 (16,500sq.m GFA), B2 (8,900sq.m GFA) and B8 (4,000sq.m).
P140684/O Land East of the A40	Up to 290 dwellings
P194403/O Land East of the A40	Up to 175 dwellings
P150930/O Land at Hildersley Farm	212 dwellings

3.2.4 There are also other developments occurring in the town of note including the potential redevelopment of the Chase Hotel and retailer interest in the town by Lidl who have previously sought to apply for planning permission for a store off Gloucester Road. Herefordshire Council have also been considering future education needs and the need to provide for an expansion of primary school provision within Ross.

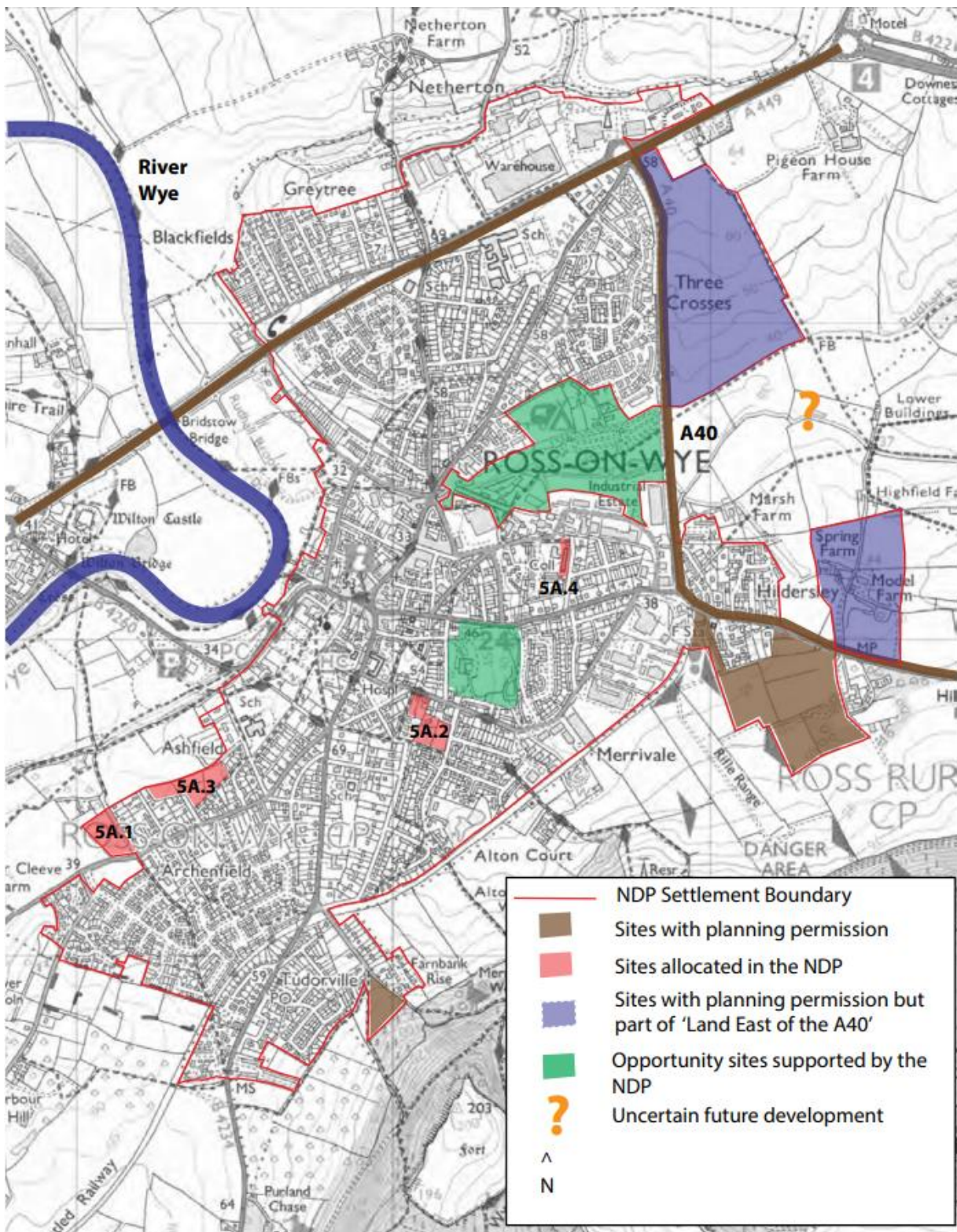


Figure 3-1: Ross-on-Wye NDP Settlement Boundary Extract (Figure 9)

### 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 Ross), and those that work in Ross (i.e. travel to the town).

**Table 3-1: Method of Travel to Work**

Method	Herefordshire	Live in Ross <sup>1</sup>	Work in Ross <sup>2</sup>	Live and Work in Ross <sup>3</sup>
Car Driver	70%	67%	69%	41.25%
Walk	15%	22%	19%	47%
Car Passenger	6%	6%	6%	6%
Cycle	5%	2%	2%	4.25%
Public Transport	3%	2%	1%	0.7%
Other	1%	1%	1%	0.8%

1: QS701EW - Method of travel to work (2011 census, Ross-on-Wye Built Up Area)

2: WD703EW - Method of travel to work (MSOA level: E02002926 : Herefordshire 022)

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 an existing good level of walking in the town when compared against the Herefordshire averages. This is particularly relevant when 21.6% of households within the town have no access to a vehicle.

**Table 3-2: Car Ownership Levels**

% of households with access to the following number of cars or vans	Ross sub-locality	Ross Rural sub-locality	Ross-on-Wye locality	Herefordshire
None	21.6%	7.6%	14.1%	16.4%
One	44.2%	33.2%	38.3%	41.6%
Two	26.5%	39.9%	33.7%	30.4%
Three	6.0%	13.1%	9.8%	8.2%
Four or more	1.7%	6.1%	4.1%	3.5%

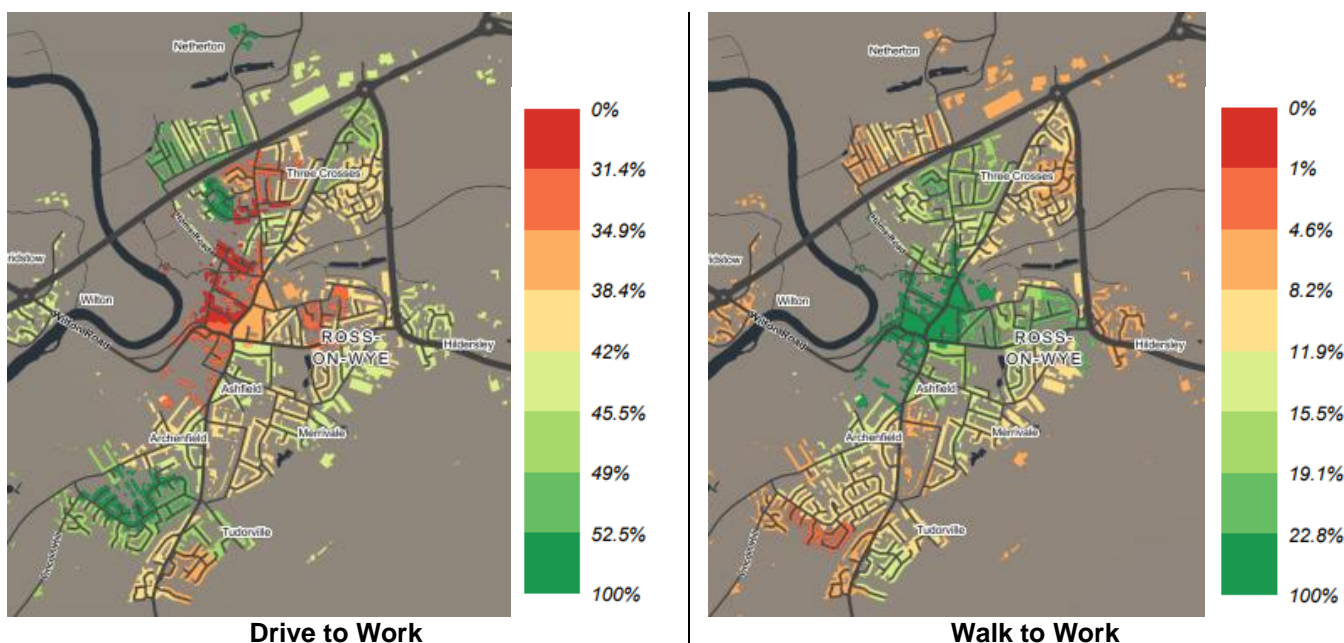
3.3.3 In looking for opportunities for change, a further assessment of those that live and work in Ross-on-Wye reveals that 45% travel by car and some 45% walk. With journeys within Ross-on-Wye being a maximum of 3km, and most considerably less, this figure suggests there is a significant opportunity to reduce peak hour car travel, and the problems associated with it, in the town. Moving forward proposals to persuade people to choose active travel for their health and well-being and to address climate change challenges alongside the planned de-carbonising of transport targets set by the DfT.

**Table 3-3: Distance Travelled to Work**

Distance travelled to work	Resident Population (i.e. live in Ross) <sup>1</sup>	Workday Population (i.e. work in Ross) <sup>2</sup>
Less than 2km	43%	39%
2km to less than 5km	7%	10%
5km to less than 10km	7%	13%
10km to less than 20km	21%	22%
20km to less than 30km	9%	7%
30km to less than 40km	6%	3%
40km to less than 60km	3%	3%
60km and over	4%	4%
Average distance	16.1km	13.9km

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

3.3.4 In looking at the town level, those walking to work are clustered in the central part of the town, whilst the highest level of car drivers is found to the south west and north west.



**Figure 3-2: Ross-on-Wye Commuting Methods (Town Level): 2011 Census**

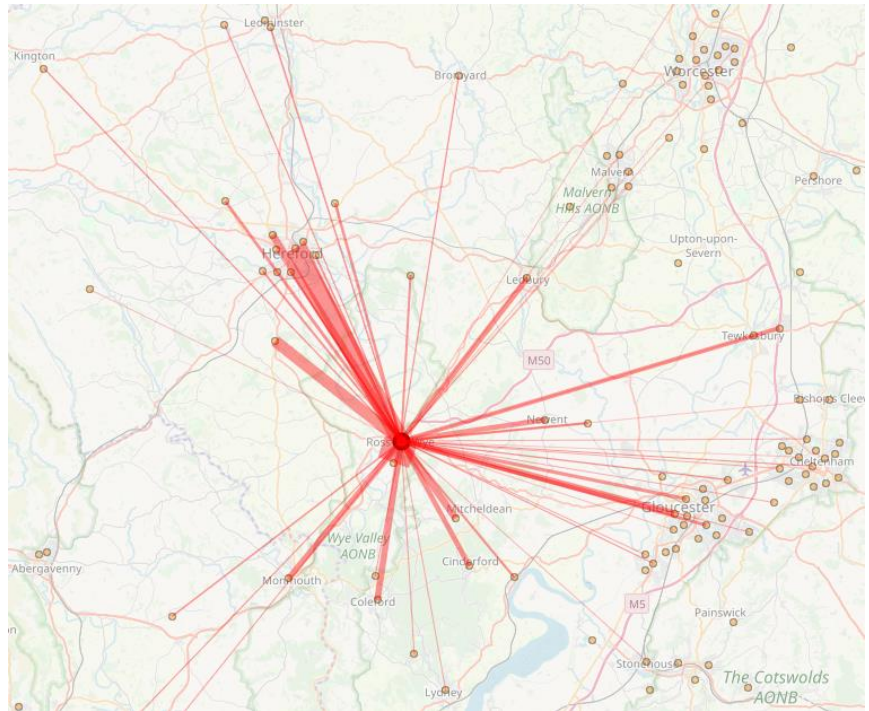
Ref: Oliver O'Brien & James Cheshire (2016) Interactive mapping for large, open demographic data sets using familiar geographical features, Journal of Maps, 12:4, 676-683 DOI: 10.1080/17445647.2015.1060183

3.3.5 The range of home to work distances show that Ross-on-Wye has a tighter catchment area when attracting employees than generated by those out commuting for employment. The following maps show the workplace destination and employee origins for Ross-on-Wye residents and workforce, with the thickness of the line denoting the relative number of movements. The destinations show a balanced level of commuting between most locations, except for a greater level of out-commuting towards nearby larger towns. The table below excludes the 45% of the population that live and work in the town.

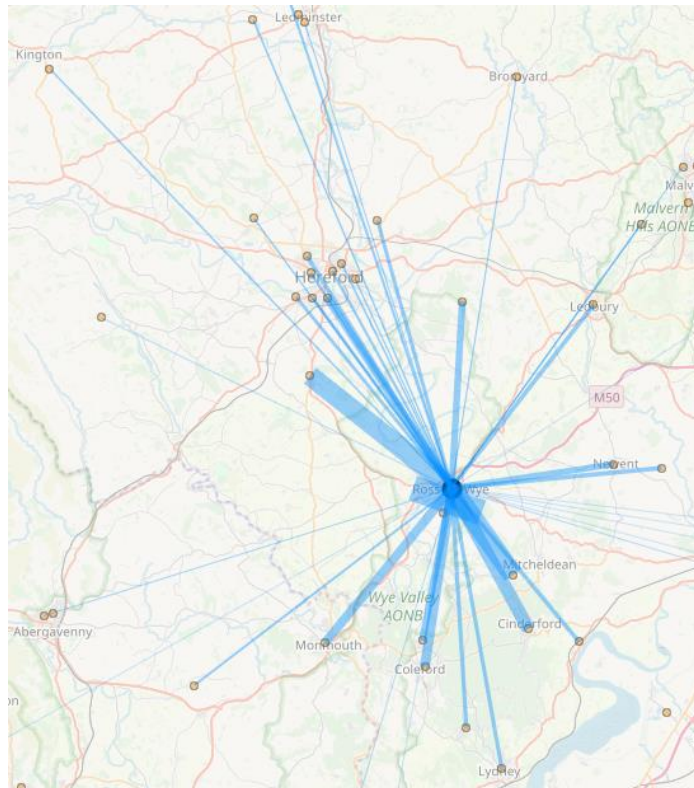
**Table 3-4: Top Ten Destination/Origin for Employment**

Destination			Origin		
MSOA	General Location	No/ %age	MSOA	General Location	No/ %age
Herefordshire 023	Ross-surrounds (rural)	349 7.5%	Herefordshire 023	Ross-surrounds (rural)	690 16.8%
Herefordshire 012	Hereford city centre	191 4.1%	Forest of Dean 003	Mitcheldean & surrounds	192 4.7%
Herefordshire 021	South of Hereford (rural)	124 2.6%	Herefordshire 021	South of Hereford (rural)	189 4.6%
Herefordshire 010	NW Hereford (city)	79 1.7%	Forest of Dean 004	Cinderford	127 3.1%
Forest of Dean 003	Mitcheldean & surrounds	76 1.6%	Forest of Dean 007	Coleford	91 2.2%
Gloucester 004	Gloucester city centre	69 1.5%	Monmouthshire 004	Monmouth	86 2.1%
Forest of Dean 007	Coleford	68 1.5%	Herefordshire 015	Hereford (HEZ)	74 1.8%
Monmouthshire 004	Monmouth	64 1.4%	Forest of Dean 006	Wye Valley	65 1.6%
Herefordshire 019	Ledbury	60 1.3%	Herefordshire 018	SE of Hereford (rural)	64 1.6%
Forest of Dean 002	Newent	55 1.2%	Forest of Dean 002	Newent	59 1.4%

**Figure 3-3: Journeys to work from Ross-on-Wye (out-commuting)**



**Figure 3-4: Journeys to work in Ross-on-Wye (in commuting)**





### 3.4 Journeys to School

3.4.1 St Joseph's RC Primary School have recently updated their Travel Plan in 2019 and this gives some indication of current travel habits amongst primary school children in the town. There is no Travel Plan in place for Ashfield Park Primary School or Brampton Abbots C of E Primary School but plans for neighbouring village schools (Weston Under Penyard - 2014, Walford Primary School – 2013) are available. Further work to identify current pupil travel habits would be of benefit in taking forward future plans.

**Table 3-5: St Josephs Primary School Modal Split (Travel to School)**

	Walk	Cycle	Car Alone	Carshare	Bus	Other (Inc Taxi)
Pupils (111)	41%	0%	50%	6%	0%	3%
Staff (21)	49%	2%	49%	0%	0%	0%

3.4.2 In 2007 a survey was undertaken in conjunction with the preparation of a Travel Plan for the John Kyrle High School (JKHS). It recorded the total travel patterns for 1,100 pupils and over 100 staff. The survey indicated student's preference to cycle, but at the expense of using the bus.

**Table 3-6: JKHS Modal Split (Travel to School)**

At time of survey...	Walk	Cycle	Car Alone	Carshare	Bus	Other (Inc Taxi)
Pupils (1131)	30%	1%	23%	6%	38%	1%
Staff (114)	12%	0%	65%	20%	1%	2%

### 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 2015 – 31st Dec 2019.

3.5.2 The primary analysis indicates:

- Within this timeframe there were 86 collisions recorded giving rise to 108 casualties.
- Of these none were recorded as fatal, 13 serious and 73 slight.
- There have been an irregular number of incidents over the five-year period with an average of approximately 17 each year.

3.5.3 Amongst vulnerable user groups there were:

- 19 collisions resulted in a casualty over 65 years old;
- 18 incidents involving pedestrians;
- 12 involved motorcycles;
- Seven with cyclist casualties; and
- Seven collisions resulted in a child casualty.

**Table 3-7: Collisions Recorded in Ross-on-Wye**

Year	Slight		Serious		Fatal	Total	
	Collisions	Casualties	Collisions	Casualties		Collisions	Casualties
2015	20	26	2	2	0	22	28
2016	10	15	6	6	0	16	21
2017	12	12	0	0	0	12	12
2018	18	24	4	4	0	22	28
2019	13	18	1	1	0	14	19
Total	73	95	13	13	0	86	108

3.5.4 In looking at the locations a plot has been included in **Appendix B**. The following sites were noted as the primary locations for collisions were the three roundabouts to the north of Ross-on-Wye along the A40/A449 at Wilton, Over Ross and M50.

3.5.5 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,

**Table 3-8: Causal Factor Categories**

Category	Occurrence	%age
Road Environment Contributed	10	4.4%
Vehicle Defects	2	0.9%
Injudicious Action	19	8.3%
Driver/Rider Error or Reaction	133	58.1%
Impairment of Distraction	11	4.8%
Behaviour or Inexperience	25	10.9%
Vision Affected	16	7.0%
Pedestrian Only Fault	8	3.5%
Special Codes	5	2.2%

3.5.6 In terms of specific factors, 63% of collisions stated failure to look properly as the likely factor (note multiple causal factors can be assigned to the same collision).

**Table 3-9: Causal Factor Attributed to Collisions in Ross-on-Wye**

Causal Factor Attributed	Occurrence
Failed to look properly (driver/rider error)	63%
Failed to judge other persons path/speed (driver/rider error)	36%
Poor turn or manoeuvre (driver/rider error)	24%
Careless/reckless behaviour	15%
Loss of control (driver/rider error)	12%

### 3.6 Condition of the Public Realm

3.6.1 BBLP record public realm defects and repairs which are classified into categories and type. Looking at the latest 3 years of information the following defects by proportion have been repaired. For a comparison, defects recorded for the comparable market towns of Ledbury and Leominster that illustrate a comparable nature of defects recorded.

**Table 3-10: BBLP Repaired Public Realm Defects**

Defect Type	Code	Ross-on-Wye	Ledbury	Leominster
Carriageway Damage (e.g. pothole, subsidence)	PT	65.0%	72.2%	69.8%
Tree/Vegetation Management	AR	6.9%	3.0%	2.9%
Drainage	DR	5.9%	9.1%	13.3%
Kerbing	KS	5.9%	0.9%	5.7%
White Lining Defect	WL	5.8%	1.8%	0.0%
Pathway Defect	PW	1.8%	0.9%	0.0%
Road/Traffic Sign Defect	SI	1.7%	4.3%	2.9%
Tipping, litter or similar	SC	1.6%	0.4%	0.7%
Obstruction	EN	1.3%	1.4%	1.3%
Vegetation	GR	1.2%	1.7%	1.6%
Street Furniture	FU	0.7%	0.2%	0.0%
Defective Apparatus	PA	0.7%	0.5%	0.2%
Grit Bin Defect	WM	0.5%	0.2%	0.4%
Bollard	BO	0.3%	0.2%	0.5%
Defective Infrastructure	PL	0.3%	1.0%	0.2%
Road Stud Defect	RS	0.2%	0.0%	0.0%
Bridge Defect	BR	0.1%	0.0%	0.0%
Fencing Defect	RA	0.1%	0.3%	0.2%
Street Lighting Repairs	SL	-	1.8%	0.3%

### 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 Ross-on-Wye. The requests for residents parking are not readily attributable to any one cause such as commuter parking or schools.
- 3.7.3 Within BBLP's prioritised TRO waiting list comprising 111 entries the following requests for investigations into the provision of TROs in Ross-on-Wye are included:

**Table 3-11: Ross-on-Wye TRO Requests**

Rank	Location	Request	Date Request Made
30	Kent Avenue / Sussex Avenue	Introduction of a one-way traffic system	16/02/16
37	Nursery Road	Review waiting restrictions	20/08/12
42	Ashfield Crescent	Review waiting restrictions	01/07/13
45	Cawdor	Review waiting restrictions	03/12/13
49	John Kyrle High School	Review parking to assist with access to bus stop	18/11/16
50	Alton Street	General review of parking restrictions & possible introduction of residents permits parking and 20mph speed limit	23/03/16
61	Grammar School Close	Review waiting restrictions	25/05/18
66	Cantilupe Road	Review disabled parking	10/10/12
70	Corpus Christi Lane	Incorporate into existing resident permit parking scheme	14/08/15
73	Sussex Avenue	Review of parking restrictions	10/11/17
90	New Street	Extend residents parking to incorporate bay previously used by Merton House Hotel.	03/03/16
107	Gloucester Road	Extension of residents permit parking – as supported by petition.	08/04/19
TBA	Kent Ave with Walford Road.	Extension of the existing double yellow lines adjacent to the junction	04/04/19

### 3.8 Stakeholder Workshop

- 3.8.1 Balfour Beatty Living Places collaborated with Herefordshire Council to hold a workshop with key stakeholders on 18<sup>th</sup> September 2019 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 March and September 2019 to identify examples of public realm issues. 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 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 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 and wider input from current/recent planning discussions, Town Council aspirations, Herefordshire Council officers and Herefordshire Council Ward Member feedback, an initial 54 disparate schemes have been identified for consideration and evaluation. The schemes are further detailed in Section 7 and **Appendix E** alongside a map indicating their location.

### 3.9 Conclusions

- 3.9.1 Several 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 stakeholders within the context of the public realm and transport infrastructure are as follows:
- Challenges of topography and limitations of the historic street network
  - Signage and wayfinding information with appropriate routing
  - Perceived shortfall in cycling infrastructure
  - Limitations of public transport services
  - Traffic management challenges and competing demands on the available highway space and prioritisation of uses

## 4 Strategy 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 Ross-on-Wye. 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.

#### National Policy

4.1.2 At the national level, planning policy in the National Planning Policy Framework (2019) establishes the need to promote sustainable transport through policy decisions. Transport issues need to be considered and look for opportunities such that (para 102)

- a) the potential impacts of development on transport networks can be addressed;
- b) opportunities from existing or proposed transport infrastructure, and changing transport technology and usage, are realised – for example in relation to the scale, location or density of development that can be accommodated;
- c) opportunities to promote walking, cycling and public transport use are identified and pursued;
- d) the environmental impacts of traffic and transport infrastructure can be identified, assessed and considered – including appropriate opportunities for avoiding and mitigating any adverse effects, and for net environmental gains; and
- e) patterns of movement, streets, parking and other transport considerations are integral to the design of schemes and contribute to making high quality places.

4.1.3 Individual planning applications (para 110): need to address the following, and in looking at the town any suggested scheme or planned improvement should align with these considerations.

- a) give priority first to pedestrian and cycle movements, both within the scheme and with neighbouring areas; and second – so far as possible – to facilitating access to high quality public transport, with layouts that maximise the catchment area for bus or other public transport services, and appropriate facilities that encourage public transport use;
- b) address the needs of people with disabilities and reduced mobility in relation to all modes of transport;
- c) create places that are safe, secure and attractive – which minimise the scope for conflicts between pedestrians, cyclists and vehicles, avoid unnecessary street clutter, and respond to local character and design standards;
- d) allow for the efficient delivery of goods, and access by service and emergency vehicles; and
- e) be designed to enable charging of plug-in and other ultra-low emission vehicles in safe, accessible and convenient locations.

4.1.4 More recently the DfT has published a green paper on Decarbonising Transport alongside various funding pots. The initial document Decarbonising Transport: Setting the Challenge outlines six strategic priorities

- Accelerating modal shift to public and active transport
- Decarbonising how we get our goods
- UK as a hub for green transport technology and innovation
- Decarbonisation of road vehicles
- Place based solutions
- Reducing carbon in a global economy

4.1.5 To date the Government’s Cycling and Walking Investment Strategy (2017) set targets to “double cycling activity, increase walking to 300 stages per person per year and increase the percentage of children aged 5 to 10 that usually walk to school to 55% by 2025”. The Covid19 pandemic has placed renewed emphasis to lock in positive active travel behaviour across the country and funding is being identified to support these aims. This movement study can assist in identifying the priorities and show support for future funding applications.

4.1.6 In light of environmental and health challenges, the Government has also published in July 2020, **Gear Change: a bold vision for cycling and walking**. Under themes is sets out the following principles

- Better streets for cycling and people
- Putting cycling and walking at the heart of transport, place making and health policy
- Empowering and encouraging local authorities
- Enabling people to cycle and protect them when they do

4.1.7 The policy document supports the publication of Local Transport Note 1/20 in establishing 22 principles for cycle infrastructure design to be followed in new cycle route provision.

**Figure 4-1: Summary principles of cycle infrastructure design**



### The Herefordshire Local Plan Core Strategy 2011 – 2031:

- 4.1.8 The Herefordshire Local Plan Core Strategy 2011 – 2031 identifies the need to support the town in its role as a thriving service centre to its surrounding rural area. The focus for Ross-on-Wye 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 the town. Specific policies of note are:

#### **Policy SS4 - Movement and transportation**

New developments should be designed and located to minimise the impacts on the transport network; ensuring that journey times and the efficient and safe operation of the network are not detrimentally impacted. Furthermore, where practicable, development proposals should be accessible by and facilitate a genuine choice of modes of travel including walking, cycling and public transport.

Development proposals that will generate high journey numbers should be in sustainable locations, accessible by means other than private car. Alternatively, such developments will be required to demonstrate that they can be made sustainable by reducing unsustainable transport patterns and promoting travel by walking, cycling and public transport.

Proposals to provide new and improved existing public transport, walking and cycling infrastructure will be supported. Where appropriate, land and routes will be safeguarded as required in future local or Neighbourhood Development Plans and developer contributions, which meet the statutory tests, sought to assist with the delivery of new sustainable transport infrastructure, including that required for alternative energy cars.

Herefordshire Council will work with the Highways Agency, Network Rail, bus and train operators, developers and local communities to bring forward improvements to the local and strategic transport network to reduce congestion, improve air quality and road safety and offer greater transport choices....

Proposals which enable the transfer of freight from road to rail will be encouraged. Development proposals incorporating commercial vehicular movements that could detrimentally impact on the environmental quality, amenity, safety and character of the surrounding locality will be expected to incorporate evidence demonstrating how the traffic impacts are to be mitigated.

#### **Policy MT1 – Traffic management, highway safety and promoting active travel**

Development proposals should incorporate the following principle requirements covering movement and transportation:

1. demonstrate that the strategic and local highway network can absorb the traffic impacts of the development without adversely affecting the safe and efficient flow of traffic on the network or that traffic impacts can be managed to acceptable levels to reduce and mitigate any adverse impacts from the development;
2. promote and, where possible, incorporate integrated transport connections and supporting infrastructure (depending on the nature and location of the site), including access to services by means other than private motorised transport;
3. encourage active travel behaviour to reduce numbers of short distance car journeys through the use of travel plans and other promotional and awareness raising activities;
4. ensure that developments are designed and laid out to achieve safe entrance and exit, have appropriate operational and manoeuvring space, accommodate provision for all modes of transport, the needs of people with disabilities and provide safe access for the emergency services;
5. protect existing local and long-distance footways, cycleways and bridleways unless an alternative route of at least equal utility value can be used, and facilitate improvements to existing or provide new connections to these routes, especially where such schemes have been identified in the Local Transport Plan and/or Infrastructure Delivery Plan; and



6. have regard to with both the council's Highways Development Design Guide and cycle and vehicle parking standards as prescribed in the Local Transport Plan - having regard to the location of the site and need to promote sustainable travel choices.

Where traffic management measures are introduced, they should be designed in a way which respects the character of the surrounding area including its landscape character. Where appropriate, the principle of shared spaces will be encouraged.

### **Core Strategy Policy RW1 – Development in Ross-on-Wye**

Ross-on-Wye will accommodate a minimum of 900 new homes, balanced with approximately 10 hectares of allocated employment land during the plan period, in accordance with the spatial strategy. A strategic housing location will focus a minimum of 200 new homes to the south east of the town. The remaining requirement for homes will be delivered on sites allocated through a Neighbourhood Development Plan.

Within Ross-on-Wye, new development proposals will be encouraged where they:

- allow for suitable employment sites, including live-work opportunities within or adjoining the town;
- maintain and enhance the vitality and viability of the town centre. Proposals for new retail, leisure or office development of over 400m<sup>2</sup> gross floor space and located outside the town centre will need to be supported by an impact assessment to determine whether there could be any adverse impacts on the town centre;
- improve accessibility within Ross-on-Wye by walking, cycling and public transport, particularly where they enhance connectivity with local facilities, the town centre and existing employment areas;
- contribute towards new or improved community facilities and/or allow for infrastructure improvements in the town to promote sustainable development;
- reflect and enhance the characteristic natural and built historic elements of Ross-on-Wye, such as its red sandstone and timber framed Tudor buildings and boundary walls, the medieval plan form, conservation area and natural setting overlooking the River Wye;
- enhance green infrastructure and biodiversity, particularly the Wye Valley Area of Outstanding Natural Beauty and the River Wye; and have demonstrated engagement and consultation with the community including the town/parish council.

### **Core Strategy Policy RW2- Land at Hildersley**

The strategic residential development on land to the south east of Ross-on-Wye at Hildersley will be required to

- include a minimum of 200 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;
- A target of 40% of the total number of dwellings shall be affordable housing;
- the provision of and contributions towards any identified need for new/improved community facilities/ infrastructure improvements. This shall include contributions towards the provision of: additional pre-school places; additional classrooms at John Kyrle High School for secondary, post 16 and youth/ community infrastructure and further special educational needs provision;
- the provision of a sport/recreation space either on or off site as an alternative to the existing on-site John Kyrle High School playing field;
- the creation of new green infrastructure within the development area to benefit residents, local bat populations and other flora and fauna;
- new pedestrian and cycle links from the area towards the town and nearby employment sites, to ease road congestion and limit CO<sub>2</sub> emissions;

- appropriate mitigation measures to be implemented, which ensure that acoustic and safety issues relating to the proximity of the adjacent firing range are satisfactorily addressed;
- adverse impacts on the Water Source Protection Zone should be avoided or mitigated, including through the incorporation of sustainable urban drainage solutions such as rain gardens and swales; and the production by the developer of a Surface Water Management Plan;
- avoid and mitigate adverse impacts from noise and air pollution and vibration (during both construction and occupation of new homes) on the River Wye SAC, Wye Valley Woodlands SAC and the Wye Valley and Forest of Dean Bat Sites SAC; and
- development of bespoke, high quality and inclusive design, including accommodation that will meet the needs of older persons and that contributes to the distinctiveness of this part of Ross-on-Wye and enhances the setting of the adjacent Wye Valley Area of Outstanding Natural Beauty.

#### The Local Transport Plan 2016 – 2031:

4.1.9 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.

4.1.10 The LTP policies of note in the context of Ross-on-Wye are summarised in the following table.

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 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. <b>Step 1</b> - Demand Management. Use smarter choices to promote alternatives to solo car use. <b>Step 2</b> - Network Management Specific local congestion issues which can often be improved through improvement, monitoring or enforcement of highway restrictions. <b>Step 3</b> - Targeted engineering improvements. Engineering improvements at specific junctions to improve their operational capacity. <b>Step 4</b> - Road Widening. Widening the existing highway thereby increasing the capacity of individual highway links. <b>Step 5</b> – 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: <ul style="list-style-type: none"> <li>• Design of the public realm to be based on low speed traffic flows reinforced by 20 mph speed limits using the minimum of signage.</li> <li>• 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.</li> <li>• 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.</li> <li>• 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.</li> <li>• 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.</li> <li>• 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.</li> </ul>
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

4.1.11 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.

4.1.12 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):

4.1.13 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)

4.1.14 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

**Ross-on-Wye Neighbourhood Development Plan:**

4.1.15 Along with the above policies the Ross-on-Wye Neighbourhood Development Plan has been in formulation and subject to an inspector's review, could be adopted during 2020. This will mean that the policies of the LANP will become part of the statutory development plan for Herefordshire.

4.1.16 The Neighbourhood Development Plan identifies 5 objectives that include:

- To protect and enhance all aspects of the environment
- To deliver more housing, in particular to meet local needs
- To protect, enhance and diversify the local economy
- To ensure an accessible and well-connected town for all
- To protect, enhance and diversify the town's social and cultural assets.

The Transport strategy needs to support these objectives and in particular the sustainable movement and access sub-objectives which are namely:

- 4a: Ensure that all proposals and projects work towards delivering sustainable movement and access.
- 4b: Support, promote and develop local bus and coach services.
- 4c: Improve walking and cycling access into, around and out of the town and to/from the surrounding countryside, including for all new developments.
- 4d: Provide signage to local places of historic interest.
- 4e: Provide infrastructure to support the nationally proposed shift to electric vehicles.
- 4f: Improve the usability of the town centre by pedestrians, cyclists and those facing mobility challenges.
- 4g: Seek opportunities to improve traffic routes and circulation into and around the town centre, in particular the one-way system.
- 4h: Rationalise the locations and arrangements of car parks that serve the town centre to enable easy and safe access for residents and visitors.

- 4i: Provide safe, well-connected, convenient, well signposted vehicle routes to car parks.
- 4j: Put in place a coherent sign system in and around the centre for pedestrians, cyclists and those facing mobility challenges, also linking from the centre out to neighbourhoods and the network of public footpaths and bridleways in the wider countryside
- 4k: Provide clearer signage and 'gateways' into and around the town from main routes, for roads, footpaths and bridleways.
- 4l: Support proposals for the creation of strategic cycle and footpath links between Ross and other towns.

## 4.2 Identification of Transport Strategy 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:

- Make a positive contribution to reducing CO<sub>2</sub> and other emissions
- Enable and encourage economic growth supporting the town centre, businesses, new jobs and homes
- Encourage and enable active travel to improve health, integrate communities and enhance safety
- Enhance and maintain the public realm increasing the ease of movement

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
Make a positive contribution to reducing CO2 and other emissions	✓	✓	✓	✓	✓	✓
Enable and encourage economic growth supporting the town centre, businesses, new jobs and homes	✓	✓	-	-	✓	✓
Encourage and enable active travel to improve health, integrate communities and enhance safety	✓	✓	✓	✓	✓	-
Enhance and maintain the public realm increasing the ease of movement	✓	✓	✓	✓	✓	-

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
Make a positive contribution to reducing CO <sub>2</sub> and other emissions	Lack of cycling infrastructure
	Limited public transport services
	Directional signage and circulating traffic looking for parking spaces
	Lack of capacity and congestion/air quality issues arising along A449/A40.
Enable and encourage economic growth supporting the town centre, businesses, new jobs and homes	A lack of housing to meet forecasted need
	Provision of enough network capacity to accommodate development
Encourage and enable active travel to improve health, integrate communities and enhance safety	Obesity and poor health
	Lack of a coherent, user friendly walking and cycling network
Enhance and maintain the public realm increasing the ease of movement	Number and nature of defects within the public realm
	Poor quality public realm in the town centre

## 5 Potential Interventions

### 5.1 Introduction

5.1.1 To address the problems and deliver the strategy objectives many 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.

### 5.2 Development Related Interventions

5.2.1 There are several developments where S106 monies have been collected but not yet used to deliver improvements in Ross-On-Wye as summarised in the following table totalling circa £107,000. Additionally, a further contribution will be due from the development of land to the east of the A40 currently under construction (as of Dec 2019). None of the 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 anticipated as other developments occur within the town.

**Table 5-1: Summary of Development Related Interventions**

LOCATION	DESCRIPTION	REF
Tanyard Lane	87 dwellings - Footway Improvement contribution - scheme Ledbury Road RoW, Safer routes for schools - John Kyrle	P130336/F
Penrice Walford Road		S110216/F
Aldi, Brookend Street,	Foodstore – upgrading of bus stops	DCSE2007/2556/F
Land at the Chasedale Hotel Walford Rd	12 new residential units - Sustainable transport infrastructure for pedestrian or cycling	P130555/F
Henry Street	8 new residential units - local sustainable transport initiatives - incl public transport, cycle network, & footpath improvements	132372/F
Green Orchard, Ryefield Rd,	8 new residential units - local sustainable transport initiatives - incl public transport, cycle network, & footpath improvements	S111295/F & DMSE/100439/F
Land East of the A40 Ross-on-Wye	Development of up to 290 dwellings - Sustainable transport infrastructure incl a pedestrian crossing on Ledbury Road for access to John Kyrle High School and bus stop provision.	P140684/O



### 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.

5.3.2 Themes that emerged from the workshop included:

- Routing of traffic through the town
- Appropriate traffic being on appropriate roads
- Signage and wayfinding
- Desire to improve footpaths and pedestrian crossing provision
- Conflicting demands at different times of day for example residential parking and loading
- Potential of technology and identifying appropriate solutions

### 5.4 Emergency Active Travel Measures

5.4.1 In response to the Covid 19 pandemic, the DfT requested local authorities considered the introduction of temporary measures that supported active travel and social distancing in light of changes in travel habits and new working practices. Through an appraisal methodology schemes were identified in all of the County's market towns and in Ross-on-Wye this included a range of schemes from 20mph zones, lane closures and new crossings.

5.4.2 After receiving clarification on funding levels, the list was reduced, and a consultation exercise undertaken with identified parties. The schemes included:

- 20mph zones by each school in the town
- Reduced speed limit through Wilton, south of the A40 roundabout
- Timed closure of Broad Street – exclusion of vehicles
- Temporary parking removal on Cantilupe Road to allow footway widening

5.4.3 The response from the Town Council and members of the public highlighted mixed feelings, with support for 20mph zones, but 72% of respondents replying with regards to a timed closure on Broad Street objected. The principle reasons for objections, which came from residents and businesses were notably about the need to meet disabled and delivery needs.

5.4.4 It is noted that similar issues were expressed in relation to a timed closure in Leominster which has been trialled, and amended to balance local concerns around these issues.

## 5.5 Feedback from Ward Councillors

- 5.5.1 Ward members representing the three urban wards, reviewed the draft study and support the general principles established herein.
- 5.5.2 It was acknowledged that consultation with the workshop attendees represented a suitable next step in the study's circulation and potential future adoption. It was important that the report represented the discussion held at the event and all the schemes raised at the workshop have been included in the evaluation. It is however noted that many may not come to fruition but are assessed for fairness and to ensure a comprehensive appraisal albeit some may not have the necessary support or are practical to be taken forward.
- 5.5.3 Of those schemes included, the role of any southern relief road was highlighted as a concern based on the issues of funding, environmental and social impacts and the certainty which could be afforded to any such proposal. The proposal has been included within the study, but these factors are rightly identified and reflect the low score achieved when assessing against the criteria of objectives, deliverability and value for money.
- 5.5.4 Consideration of a preferred package that encompasses the following is seen as the priority for future delivery:
- Pedestrianisation of the High Street running from the Market House to Edde Cross Street (scheme 55)
  - Extension of the pavement running under the Town walls in Wilton Road to Royal Parade
  - New pedestrian crossing in Wilton Road from Town Wall to near top of Wye Street (No. 56)
  - Improved traffic management measures in Copse Cross St/south section of High St.

## 6 Intervention Scoring Framework

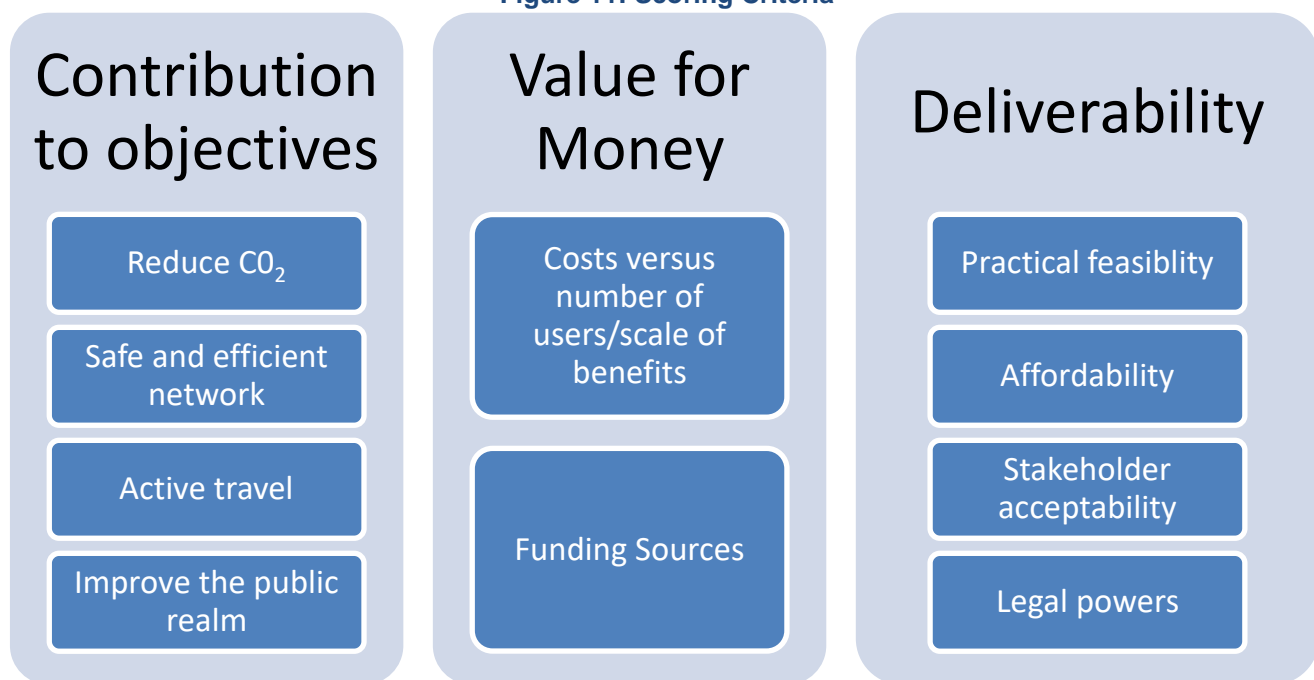
### 6.1 Introduction

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 environmental, economic, active travel and public realm enhancement.
- 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 considering 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. 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
<b>Contribution to Objectives</b>	O1	Make a positive contribution to reducing CO2 and other emissions
	O2	Enable and encourage economic growth supporting the town centre, businesses, new jobs and homes
	O3	Encourage and enable active travel to improve health, integrate communities and enhance safety
	O4	Enhance and maintain the public realm increasing the ease of movement
<b>Deliverability</b>	D1	Technical / practical feasibility
	D2	Affordability / funding availability
	D3	Stakeholder acceptability
	D4	Legal powers
<b>Value for Money</b>	V1	Value for Money
	V2	Third Party Funding Available

**Table 6-2: Scheme Scoring Framework**

Ref	Description	GREEN (+2)	AMBER (+1)	NEUTRAL (0)	RED (-1)	
Contribution to Objectives	O1	Make a positive contribution to reducing CO <sub>2</sub> and other emissions	Scheme has a direct impact in reducing CO <sub>2</sub> or other emissions	Scheme helps create conditions that encourage habits that will reduce CO <sub>2</sub> or other emissions	The scheme has no discernible impact on CO <sub>2</sub> or other emissions	The scheme could result in an increase in CO <sub>2</sub> or other emissions
	O2	Enable and encourage economic growth supporting the town centre, businesses, new jobs and homes	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 perceived to have limited benefit 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
	O3	Encourage and enable active travel to improve health, integrate communities and enhance safety	Scheme has a direct improvement for active travel and enhancing safety	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	Enhance and maintain the public realm increasing the ease of movement	Scheme will result in a direct improvement to the public realm and/or assist ease of movement	Scheme could have an indirect improvement to the public realm and/or assist ease of movement	Scheme will have no discernible impact on the public realm and/or assist ease of movement	Scheme will potentially detract from the public realm quality and/or restrict the ease of movement
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 or equal level of support and objection	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
Value 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
29	Increased cycle parking	2	1	2	2	2	1	2	2	2	1	20	1
34	New pedestrian crossing - A40, Hildersley	1	1	2	2	1	1	2	2	1	1	16	2
45	Town bike hire scheme	2	1	2	2	1	1	2	1	1	1	16	3
35	New pedestrian crossing - Archenfield Rd	1	0	2	2	1	1	2	2	1	1	15	4
36	New pedestrian crossing - Wilton Rd	1	0	2	2	1	1	2	2	1	1	15	5
51	Wayfinding signage improvements	0	1	2	2	2	1	2	2	1	0	14	6
28	Increase tree coverage within the town/town centre	2	1	1	2	1	1	2	2	1	0	14	7
27	Improve Wilton Rd- town centre walking route	1	1	2	2	1	1	2	2	1	0	14	8
33	New pedestrian crossing - A40 Over-ross roundabout	1	1	2	2	0	1	2	1	1	1	14	9
26	Improve quality of main bus hub/infrastructure (Cantilupe Road or elsewhere)	1	1	2	2	1	1	1	1	1	1	14	10
30	John Kyrle High School - drop off/bus improvements	1	1	1	1	2	1	1	2	1	1	14	11
1	20mph zones	2	1	1	2	2	1	1	1	2	-1	13	12
14	Cycleway improvement - Ledbury Road	1	1	2	2	1	1	1	2	0	1	13	13
3	Town wide bus stop enhancement (e.g. shelters, raised boarders, real time information)	1	1	1	2	2	1	1	2	1	0	13	14
44	Review town centre bus routing	1	1	1	1	1	2	1	1	1	1	13	15
4	Business Travel planning support	2	2	2	0	1	1	0	2	1	0	12	16
15	Cycleway improvement - Tanyard Lane	2	1	2	2	1	0	1	1	0	1	12	17
52	Widen town centre footpaths	1	1	2	2	1	0	1	2	1	0	12	18
32	Micro park and ride scheme	1	1	2	2	1	0	2	1	1	0	12	19
31	Loading bay enhancements - Gloucester Rd	0	1	1	1	1	1	1	2	1	1	12	20
17	Electric vehicle charging infrastructure	1	1	1	1	1	1	1	1	1	1	12	21
49	Town Centre retailer parking voucher scheme	0	2	1	0	1	1	2	2	1	0	11	22
18	Enhance Wilton Rd Car Park	0	1	1	1	1	1	2	2	1	0	11	23
53	Wilton Rd - speed limit reduction	1	1	1	1	2	1	1	1	1	0	11	24
54	Wilton Rd - weight limit	1	1	1	1	2	1	1	1	1	0	11	25
56	New crossing Wilton Road/Wye Street (near Man of Ross)	1	1	2	2	1	1	1	1	1	-1	10	26
43	Remodel High Street / Broad Street junction	0	0	1	1	2	1	1	2	1	0	10	27
55	Pedestrianisation of High Street (Market House to Edde Cross St)	0	1	1	1	1	1	0	1	2	0	10	28
22	Footpath/cycleway Improvement - Rudhall Brook/Broadmeadow Caravan Park	1	1	2	2	1	1	1	0	0	0	9	29
20	Footpath improvement - Wilton Bridge ramped access	1	1	2	2	1	1	1	0	0	0	9	30
7	Car park signage renewal	1	1	0	1	2	1	1	2	1	-1	9	31
50	Town wide HGV signage strategy	1	1	1	1	2	1	1	1	0	0	9	32
5	Cantilupe Rd - coach drop off facilities	1	2	0	1	1	0	1	1	1	0	9	33
40	Parking restrictions - Ashfield Park Primary School	1	0	1	1	1	1	1	1	1	0	9	34
47	Town centre public realm renewal	1	2	1	2	1	0	1	2	0	-1	8	35
23	Fully accessible River Wye Walking loop	1	1	2	2	0	1	1	0	0	0	8	36
6	Cantilupe Road - Review bus stop provision	1	1	1	1	2	0	1	1	1	-1	8	37
21	Footpath improvement - Wilton Bridge underpass	1	1	2	2	0	0	1	0	0	0	7	38
46	Town centre delivery management plan	1	1	1	1	1	1	0	1	1	-1	7	39
2	Alton Street - remodelling to improve safety and traffic flow	1	1	1	1	1	1	0	1	1	-1	7	40
24	Hospital parking management plan/supporting parking restrictions on affected streets	1	1	1	1	1	0	0	1	0	0	6	41
39	One-way traffic management scheme (Sussex/Kent Avenue)	0	0	0	0	1	1	1	1	1	0	6	42
13	Cycle path to Weston Under Penyard on former railway alignment	2	1	2	2	-1	0	1	-1	0	-1	4	43
12	Cycle path to Walford on former railway alignment	2	1	2	2	-1	0	1	-1	0	-1	4	44
19	Extend town and country trail to Symonds Yat East	2	1	2	2	-1	0	1	-1	0	-1	4	45
41	Part Time pedestrianisation of Broad Street	2	0	1	1	1	1	-1	1	0	-1	4	46
42	Part-time pedestrianisation of Gloucester Road	2	1	1	1	0	1	-1	1	0	-1	4	47
25	Improve Edde Cross St/High Street junction	1	1	1	1	0	0	0	0	0	0	4	48
8	Car Park VMS signage	1	1	0	1	0	0	1	1	0	-1	3	49
48	Town centre residential parking permit zone review	0	0	0	0	1	1	0	1	0	0	3	50
11	Copse Cross Street traffic light control shuttle working	0	0	1	1	0	0	0	1	0	0	3	51
10	Copse Cross Street one way using Chase Rd / Gloucester Rd / B4234 / Alton St	0	0	1	1	1	0	0	1	0	-1	2	52
9	Copse Cross St One-way system using High St/ Church St / Old Maid's Walk	0	0	1	1	1	0	0	1	0	-1	2	53
16	Develop RoW parking app	0	1	0	0	0	0	1	0	0	0	2	54
38	Additional town centre car parking capacity	-1	1	0	0	-1	-1	1	0	-1	-1	-5	55
37	New southern access road	-1	1	0	0	-1	-1	-1	-1	0	-1	-6	56

\*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, 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:

- S: Short Term, scheme scores well. Ability to deliver within HC/BBLPs control (within 3 years)
- M: Medium Term, whilst scheme scores reasonably well, nature of the proposal involves third party discussions or processes which will take time to resolve (3-7 years)
- L: Long Term- low priority or longer-term scheme depending on funding and third parties to progress (7 years plus)

7.1.5 The schemes listed should not be the final plan and allowance made as opportunities for funding or improvements present themselves. Enhanced linkages to surrounding villages are especially welcomed as they emerge for example cross boundary links to Gloucestershire, Forest of Dean and onto the National Cycle Network as currently under investigation by Sellack Parish Council at Backney.

Table 7-1: Summary Intervention Appraisal

Ref	Intervention/Issue	Scheme involves...	Scale of Cost	Contribution to Objectives	Value for Money	Deliver-Ability	Total Score	Rank	Timeline (S/M/L)	Next Steps
29	Increased cycle parking	Cycle parking installed throughout the town	£	7	7	6	20	1	S	Identify suitable locations and design alongside funding
34	New pedestrian crossing - A40, Hildersley	New formal crossing facility on the A40, east of Hildersley Rise	£	6	6	4	16	2	S	Identify locations and improvements necessary
45	Town bike hire scheme	Town wide bike hire scheme akin to Hereford's Beryl Bikes	£	7	5	4	16	3	S	Need to engage with possible suppliers to identify demand and scope
35	New pedestrian crossing - Archenfield Rd	New formal crossing facility to cross Archenfield Road to join Redhill Rd to access Ashfield Park Primary School	£	5	6	4	15	4	S	Identify locations and improvements necessary along with demand
36	New pedestrian crossing - Wilton Rd	New formal crossing facility close to A40.	£	5	6	4	15	5	S	Identify locations and improvements necessary along with demand
51	Wayfinding signage improvements	Enhancement to pedestrian and cycle signage throughout the town	££	5	7	2	14	6	S	Audit of current signage to identify shortfalls and determine nature of works necessary and associated costs
28	Increase tree coverage within the town/town centre	Increased soft landscaping and tree planting to soften urban realm and provide pollution capture/enhance biodiversity	££	6	6	2	14	7	S	Identify suitable locations and species for future roll out, alongside funding for maintenance and management
27	Improve Wilton Rd- town centre walking route	Improved surfacing, lighting and security measures for link between car park and town centre. Include crossing and improvements by Town Walls.	££	6	6	2	14	8	S	Identify suitable works and cost/programme for implementation
33	New pedestrian crossing - A40 Over-ross roundabout	Improved linkages to employment areas north of the A449/A40 at Over Ross with at grade crossing	£££	6	4	4	14	9	S	Start discussions with Highways England and options/opportunities
26	Improve quality of main bus hub/infrastructure (Cantilupe Road or elsewhere)	Refresh and rationalise bus stop provision and infrastructure to enhance public transport user experience and links to town centre.	£££	6	4	4	14	10	S	Short term agree strategy for longer term implementation
30	John Kyrle High School - drop off/bus improvements	Improve drop off areas to manage bus/vehicle, pupil and parental drop off conflicts	££	4	6	4	14	11	S	Work with school and education to identify demands and progress design works
1	20mph zones	Reduced speed limits on appropriate roads to improve pedestrian/cyclist safety and encourage active travel	£££	6	5	2	13	12	M	Need to identify suitable routes/roads for treatment
14	Cycleway improvement - Ledbury Road	Improve existing cycleway, possibly to move off road for safety and stop parking abuse by parental drop-off.	£	6	5	2	13	13	S	Scheme to be designed to enhance existing provision. Work with JKHS to establish cycle demand
3	Bus stop enhancements town wide (shelters, raised boarders, information etc)	Wider improvements to bus stops around the town from timetable information up to shelters at key stops, with raised kerbs as appropriate for easier boarding	££	5	6	2	13	14	S	Need to identify a programme of suitable works with PT operators/users/HC
44	Review town centre bus routing	Consider ease of route and align demand/avoid congestion hot spots or provide bus priority	£	4	5	4	13	15	S	Need to engage with bus operators and consider in parallel with any changes to traffic flow that could impact bus routing
4	Business Travel planning support	Offer travel planning advice and supporting materials to reduce solo car-based trips to employment sites in the town	££	6	4	2	12	16	M	Funding support to be identified



Ref	Intervention/Issue	Scheme involves...	Scale of Cost	Contribution to Objectives	Value for Money	Deliver-Ability	Total Score	Rank	Timeline (S/M/L)	Next Steps
15	Cycleway improvement - Tanyard Lane	Enhanced cycle link along Tanyard Lane	£	7	3	2	12	17	M	Need to establish land ownership, and constraints to delivery and consider in parallel with schemes for land east of the A40 and Rudhall Brook route
52	Widen town centre footpaths	Improve usability of footpaths through localised widening at pinch points	£££	6	4	2	12	18	M	Await review of any traffic flow amendments and pedestrianisation trials.
32	Micro park and ride scheme	Small shuttle bus (electric) or future pod scheme (autonomous vehicles) between Wilton Rd car park and Labels via the town centre	£££	6	4	2	12	19	L	Need to identify demand, options for service, funding/revenue. Possible medium-term service in conjunction with existing routes
31	Loading bay enhancements - Gloucester Rd	Widening of loading bays to better accommodate goods vehicles and stop blockages to main through traffic	££	3	5	4	12	20	S	Identify locations and improvements necessary
17	Electric vehicle charging infrastructure	Installation of charging points across the town	££	4	4	4	12	21	S	Locations and funding to be identified
49	Town Centre retailer parking voucher scheme	Parking discount/refund scheme to support local business use	£	3	6	2	11	22	M	Need to engage with businesses to identify opportunities and funding support with parking services
18	Enhance Wilton Rd Car Park	Improved surfacing, lighting, security and pedestrian routes	££	3	6	2	11	23	S	Funding to identify suitable improvements
53	Wilton Rd - speed limit reduction	Reduction from 40mph to 30mph	£	4	5	2	11	24	S	Need to establish police support. Allowance needed for calming features and crossing. Funding needed to progress.
54	Wilton Rd - weight limit	Weight limit restriction to reduce through HGV traffic	£	4	5	2	11	25	M	Need to consider any impact of displaced vehicles onto alternate routes
56	New crossing Wilton Road/Wye Street (near Man Of Ross)	Install new crossing (type TBC)	££	6	4	0	10	26	S	Consult and identify design and location
43	Remodel High Street / Broad Street junction	Improve flow at the junction and pedestrians' routes across Gloucester Road/Copse Cross Street	£	2	6	2	10	27	S	Need to consider alongside other possible amendments to traffic flow on Copse Cross Street
55	Pedestrianisation of High Street (Market House to Edde Cross St)	Timed closure, (potential trial)	££	3	3	4	10	28	S	Consult with business and establish impact of displaced traffic and routes through town centre
22	Footpath/cycleway Improvement - Rudhall Brook/Broadmeadow Caravan Park	Enhanced path provision along public right of Way (Ross-on-Wye urban footpath No.8) to link to developments alongside A40 to town centre	££	6	3	0	9	29	M	Need to establish land ownership, and constraints to delivery. Note new roadside path along A40 offers new alternative route via Gloucester Road
20	Footpath improvement - Wilton Bridge ramped access	Enhanced access to riverside walking route	£££	6	3	0	9	30	M	Need to establish land ownership, and constraints to delivery
7	Car park signage renewal	Enhanced parking directional signage to encourage use of off-street car parks and reduce circulating traffic	££	3	6	0	9	31	S	Agree proposed routing and access strategy with partners for subsequent implementation
50	Town wide HGV signage strategy	Revised HGV directional signage to ensure vehicles on appropriate roads	£	4	5	0	9	32	M	Need for consideration in conjunction with any scheme that impact traffic flow or weight limitations
5	Cantilupe Rd - coach drop off facilities	Enhanced provision for coach drop off and lay-over facilities for drivers	£	4	3	2	9	33	M	Identify location and need
40	Parking restrictions - Ashfield Park Primary School	Parking controls in the vicinity of Ashfield Park Primary School to manage parental drop off/residential conflicts	£	3	4	2	9	34	M	Identify changes appropriate to manage parking and parent demand against residential impact

Ref	Intervention/Issue	Scheme involves...	Scale of Cost	Contribution to Objectives	Value for Money	Deliver-Ability	Total Score	Rank	Timeline (S/M/L)	Next Steps
47	Town centre public realm renewal	Enhanced surfacing and paving renewal to rejuvenate feel, aesthetic and reduce uneven surfaces	£££+	6	4	-2	8	35	M	Need to be considered alongside any wider changes and future traffic schemes
23	Fully accessible River Wye Walking loop	Creation of a riverside walking route accessible for all users	£££	6	2	0	8	36	M	Need to establish land ownership, and constraints to delivery
6	Cantilupe Road - Review bus stop provision	Consider rationalisation of bus stop provision and possible parking changes	££	4	4	0	8	37	S	Identify demand, needs and opportunities. Subsequent TRO process
21	Footpath improvement - Wilton Bridge underpass	Continue riverside path route under Wilton Road to need for road crossing and change in level (up/down from river to road level)	££	6	1	0	7	38	M	Need to establish land ownership, and constraints to delivery
46	Town centre delivery management plan	Management plan to control timing and size of deliveries to business in the town centre	£	4	3	0	7	39	M	Need to engage with businesses to identify demands and practicalities
2	Alton Street - remodelling to improve safety and traffic flow	Revised lining and parking areas to avoid conflicts between vehicles using this route	££	4	3	0	7	40	M	Requires review into conflicts, parking needs and demands
24	Hospital parking management plan/supporting parking restrictions on affected streets	Management of parking overflow from hospital on adjoining streets with possible limited parking, permits and joint working with hospital trust	££	4	2	0	6	41	S	Meet with Hospital and identify nature of problems in conjunction with TRO requests in the locality
39	One-way traffic management scheme (Sussex/Kent Avenue)	One-way system to manage rat-running and conflicts with parked vehicles/residents	£	0	4	2	6	42	S	Need to consider alongside other junction options for Copse Cross Street. TRO under consideration in 2020.
13	Cycle path to Weston Under Penyard on former railway alignment	Use of the former railway line alignment for an off-road cycle route between Ross-on-Wye, Weston Under Penyard and possibly on towards Gloucester	£££	7	-1	-2	4	43	M	Need to establish land ownership, and constraints to delivery
12	Cycle path to Walford on former railway alignment	Use of the former railway line alignment for an off-road cycle route between Ross-on-Wye and Walford	£££	7	-1	-2	4	44	M	Need to establish land ownership, and constraints to delivery
19	Extend town and country trail to Symonds Yat East	Use of the former railway line alignment for an off-road cycle route between Ross-on-Wye and Kerne Bridge/Symonds Yat East	£££	7	-1	-2	4	45	L	Need to establish land ownership, and constraints to delivery
41	Part Time pedestrianisation of Broad Street	Trial day-time closure (suggested event days/Saturdays) to improve Broad Street appeal for pedestrians and create enhanced shopping environment	££	4	2	-2	4	46	S	Initiate discussions on options, timings and possible trial period of operation
42	Part-time pedestrianisation of Gloucester Road	Trial day-time closure (suggested event days/Saturdays) to improve environment along Gloucester Road west of Cantilupe Road	££	5	1	-2	4	47	M	Need for consideration in conjunction with any scheme for Copse Street/Broad Street
25	Improve Edde Cross St/High Street junction	Potential junction widening to reduce vehicle conflict and enhance visibility at this junction. Option for one way working with traffic lights.	££	4	0	0	4	48	S	Need to consider alongside other junction options for Copse Cross Street
8	Car Park VMS signage	Vehicle Management Signage to show car park occupancy and space availability around the town	£££	3	2	-2	3	49	M	Need to develop alongside wider parking strategy
48	Town centre residential parking permit zone review	Review of requests for extended residential permit parking in areas adjoining the town centre	£	0	3	0	3	50	S	Review ongoing TRO requests and identify conflict areas for parking demand
11	Copse Cross Street traffic light control shuttle working	One-way signal control over lower section of Copse Cross Street	££	2	1	0	3	51	S	Traffic study necessary to determine capacity impacts

Ref	Intervention/Issue	Scheme involves...	Scale of Cost	Contribution to Objectives	Value for Money	Deliver-Ability	Total Score	Rank	Timeline (S/M/L)	Next Steps
10	Copse Cross Street one way using Chase Rd / Gloucester Rd / B4234 / Alton St	Copse Cross Street to be one-way traffic in opposing direction using route via Church Street.	£	2	2	-2	2	52	M	Need to consider alongside other junction options
9	Copse Cross St One-way system using High St/ Church St / Old Maid's Walk	Copse Cross Street to be one-way traffic with opposing direction using route via Alton Street/Chase Street.	£	2	2	-2	2	53	M	Need to consider alongside other junction options
16	Develop RoW parking app	Parking app to assist drivers to find spaces within the town centre	££	1	1	0	2	54	M	To be considered alongside preferred parking strategy
38	Additional town centre car parking capacity	Suggested use of sites that are underutilised / or have uses conflicting with wider town centre aspirations be brought into use for additional town centre car parking	£££	0	-1	-4	-5	55	L	Need to establish demand and land availability
37	New southern access road	Link road on the approximate former railway alignment to provide parallel route to Alton Street joining the A40 to Walford Road	£££+	0	-4	-2	-6	56	L	Need to establish land ownership, and constraints to delivery. Environmental concerns a large factor. May be unlocked by future development.

## 8 Delivery

- 8.1.1 Potential enhancements within Ross-on-Wye 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 54 different interventions to help deliver the identified objectives of this Transport Strategy. Of those a number have been identified for immediate action, or further refinement to allow their implementation. The assessment does not preclude further schemes coming forward as opportunity improvements as they arise.
- 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 with stakeholder groups. 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
<b>A</b>	34,35, 36,53	New pedestrian crossings have been identified as high scoring at three locations in the town (Hildersley, Archenfield Road and Wilton Road). Further work is required to determine appropriate locations and crossing types relative to the demand. On Wilton Rd a reduction in the present speed limit also should be considered in conjunction with any proposals.
<b>B</b>	33	New A449 crossing to enhance connectivity north of the town (Labels/Over Ross). Need to engage with Highways England to explore options and potential
<b>C</b>	1	20mph zones – need to determine in conjunction with wider HC policy potential zones for implementation including around schools and in the town centre. Apparent strong levels of public support.
<b>D</b>	26,5, 41,44	This suite of public transport infrastructure improvements is focussed on the environment on Cantilupe Road but will need to progress with certainty on future arrangements and that they represent the bus location. Work to engage with public transport partners.
<b>E</b>	41,2,11, 10,9,42 Also link to 24 and 39	Several options for addressing traffic flow and pedestrian safety on Copse Cross Street were proposed, and a confirmed strategy will need to ensure suitable robust option selection. Consequential impact on Alton Street also needs to be considered.
<b>F</b>	27,18,20,23	Enhanced riverside walking routes need to be explored with partners and establishment of land ownership/opportunities. These will also need to consider flood management issues.

## 9 Conclusions and Recommendation

- 9.1.1 The purpose of this study is to establish the existing transport issues within Ross-on-Wye to identify schemes for implementation which would assist in the delivery of Herefordshire Council and Ross-on-Wye 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 considering 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 complementary and could be implemented as a package of small schemes rather than standalone measures as detailed in **Table 8.1**.
- 9.1.5 A number of challenges present themselves that include funding, co-operation and public support. There has been expressed an appetite in some quarters to embrace a bolder vision which could be create a cultural change and acceptance of walking and cycling backed with the infrastructure to address perceived barriers to increased levels of active travel in the medium to long term.
- 9.1.6 It is recommended that the activities set out in Table 8.1 are taken forward for delivery as the first step in this process, with an identified body given the ownership of the study to allow future adaptation to changing conditions and opportunities.

## 10 Glossary

### Heavy Goods Vehicles:

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









### Light Vehicles:

Classed as Car, Light Goods Vehicles, Motorcycles 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 2 (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

## STREETLIGHTING PLAN





# Appendix B

## BUS STOP AUDIT

Ref	Name	Flag	Shelter	Timetable	Cage	Bin	Bench	Lighting	Raised Kerbs
herapwpa	A40 WB	✓	✓	✓	✓	✓	✓	✓	✗
herapwpa	A40 WB	✓	✓	✓	✓	✓	✓	✓	✗
heradtjw	Greytrees Road EB	✓	✗	✗	✓	✗	✗	✓	✓
heragwgm	Fontaine Court Greytrees Rd WB	✓	✗	✗	✗	✗	✗	✓	✗
heragwgp	Fiveways Greytrees Rd EB	✓	✗	✗	✗	✗	✗	✓	✗
heradtgw	Over Ross St, B4234 NB	✓	✗	✓	✗	✗	✗	✓	✗
heradtja	Over Ross St, B4234 SB	✓	✗	✗	✗	✗	✗	✓	✗
heramwgm	Court Rd, B4234 NB	✓	✗	✓	✗	✗	✓	✓	
heramwgj	Court Rd, B4234 SB	✓	✗	✗	✗	✗	✗	✓	✗
heradtma	Verschoyles Gardens, Bampton Road	✓	✗	✗	✗	✗	✗	✓	✗
Unknown	Verschoyles Gardens, Bampton Road	✗	✗	✗	✗	✗	✗	✓	✗
heramwdt	Sixth Avenue (Greytrees Rd)	✓	✗	✓	✗	✗	✗	✓	✗
heragwgd	Fourth Avenue (Greytrees Rd)	✓	✗	✓	✗	✗	✗	✓	✗
heramwga	Second Avenue (Greytrees Rd)	✓	✗	✓	✗	✗	✗	✓	✗
herapada	Over Ross Farm, Ledbury Rd, SB	✓	✗	✗	✗	✓	✗	✓	✗
herapadg	Over Ross Farm, Ledbury Rd, NB	✗	✗	✗	✗	✗	✗	✓	✗
herapmtm	Three Crosses Close	✓	✗	✗	✗	✗	✗	✓	✗
heragwdt	Three Crosses Rd	✗	✗	✗	✗	✗	✗	✓	✗
heradtmd	John Kyrle High School, B4234 NB	✓	✗	✓	✗	✓	✓	✓	✗
heragtjg	John Kyrle High School, B4234 SB	✗	✗	✗	✗	✗	✗	✓	✗
heramwjd	The Bridge, Wilton Road EB	✓	✗	✗	✓	✗	✗	✓	✗
heramwja	The Bridge, Wilton Rd, WB	✓	✗	✓	✗	✗	✗	✓	✗
heratjgp	Wilton Rd (Car Park), EB	✓	✗	✗	✗	✗	✗	✓	✗
heramwgt	Eddie Cross St, NB	✓	✗	✗	✓	✓	✗	✓	✗
heramwgp	Eddie Cross St, SB	✓	✓	✓	✓	✓	✓	✓	✗
heramwtw	St Frances Church, B4234 NB	✓	✗	✗	✗	✗	✗	✓	✗
heratgwm	St Frances Church, Sussex Avenue SB	✓	✗	✗	✗	✗	✗	✓	✗
heragtjd	Cantilupe Road Stand 1	✓	✓	✓	✓	✗	✓	✓	✗
herapwda	Cantilupe Road Stand 2	✓	✓	✓	✓	✗	✗	✓	✓
herapwdg	Cantilupe Road Stand 3	✓	✓	✗	✓	✗	✗	✓	✗
Unknown	Cantilupe Road, Stand 4	✓	✗	✓	✓	✗	✗	✓	✓

Ref	Name	Flag	Shelter	Timetable	Cage	Bin	Bench	Lighting	Raised Kerbs
heramwdp	Station St WB	x	✓	x	✓	x	✓	✓	✓
heramwdm	Station St EB	x	✓	x	✓	x	✓	✓	✓
herapwmt	Camp Rd, Gloucester Rd, EB	✓	x	x	x	x	x	✓	x
herapwmw	Camp Rd, Gloucester Rd, WB	✓	x	✓	x	✓	x	✓	x
heragwjd	Tudorville Post Office, Walford Rd, NB	x	x	x	x	x	x	✓	x
heragwja	Tudorville Post Office, Walford Rd, SB	x	x	x	x	x	x	✓	x
heradadt	Walford Rd NB	✓	✓	x	✓	x	✓	✓	✓
heradadw	Walford Rd, SB	✓	x	✓	x	x	x	✓	✓
heramwpw	Prince of Wales PH, Archenfield Rd, NB	x	x	x	x	x	x	✓	x
heramwpt	Prince of Wales PH, Archenfield Rd, SB	✓	x	x	x	x	x	✓	x
heradtjg	Palmerston Rd, Archenfield Rd NB	x	x	x	x	x	x	✓	x
heradtjd	Palmerston Rd, Archenfield Rd SB	✓							
heramwtd	Firs Rd, Archenfield Rd NB	x	x	x	x	x	x	✓	x
heramwta	Firs Rd, Archenfield Rd SB	✓	x	x	x	x	x	✓	x
heramwtj	Lincoln Close, Roman Way EB	x	x	x	x	x	x	✓	x
heramwtg	Lincoln Close, Roman Way WB	✓	x	✓	x	x	x	✓	x
heragw gw	Watling St, Roman Way EB	x	x	x	x	x	x	✓	x
heragwgt	Watling St, Roman Way WB	✓	x	✓	x	x	x	✓	x
heramwtp	Duxmere Dr, Roman Rd, WB	✓	x	✓	x	x	x	✓	x
heramwtm	Duxmere Dr, Roman Rd, EB	x	x	x	x	x	x	✓	x
heragwjg	Eastfield Road	x	x	x	x	x	x	✓	x
heragwj p	Wolf Business Park, Alton Rd	x	x	x	x	x	x	✓	x

# Appendix C

## TRAFFIC SURVEY LOCATIONS AND TYPE

Location	Ref	Link/ Junction Count	Automatic Traffic Count	ANPR Survey	AM Peak starts	PM Peak starts
A49/A449 (Wilton Roundabout)	Site A	✓	See site 1	✓	08:00	16:30
Brampton Road	Site B	-	✓	✓	07:45	16:45
A449/A40 (Over Ross roundabout)	Site C	✓	See site 3	-	08:00	16:30
A40/ (Gloucester Rd Roundabout)	Site D	✓	See site 4	✓	08:15	16:30
Walford Rd	Site E	-	✓	-	08:00	16:45
Lincoln Hill	Site F	-	✓	✓	07:15	15:00 (16:30)
Archenfield Rd	Site G	-	✓	✓	08:15	16:15
High Street/Broad Street	Site H	✓	See site 9	✓	08:15	17:00
Greytree Rd/ Brookend St/Over-Ross St/ Brampton St / Millpond St	Site I	✓	See site 8	✓	08:00	17:00
Alton Road	Site J	-	✓	✓	08:15	16:45
Gloucester Rd east of Smallbrook Rd and Smallbrook Gardens	Site K	-	✓	✓	08:15	16:30
Station Approach, east of Smallbrook Rd	Site L	-	✓	✓	08:30	14:45 (16:30)
Homs Road, west of Trenchard Street	Site M	-	✓	✓	08:00	16:30
Wilton Road	Site 1	-	✓	-		
Ledbury Road	Site 3	-	✓	-		
Gloucester Rd	Site 4	-	✓	-		
Over Ross Road	Site 8	-	✓	-		
High Street	Site 9	-	✓	-		

# Appendix D

## WORKSHOP ATTENDEES

<b>Organisation/Role</b>	<b>Representative</b>
Ashfield Park Primary School	Belinda Jones
Bridstow Parish Council	Jenny Collin
Herefordshire Council Ward Member: Llangarron	Cllr Elissa Swinglehurst
Herefordshire Council Ward Member: Ross East	Cllr Paul Symonds
Herefordshire Council Ward Member: Ross North	Cllr Chris Bartrum
Herefordshire Council Ward Member: Ross West	Cllr Louis Stark
Highways England	Robert Jaffier
Highways England	Sam Twist
Local Businessman	Philip Price
NFU	Ben Drummond
Rail and Bus for Herefordshire	Will Frecknall
Ross Business Association	Andy Parry
Ross-on-Wye Tourism Association	Caroline Utting
Ross-on-Wye Town Council	Cllr Jane Roberts (Mayor)
Ross-on-Wye Town Council	Melvin Reynolds(NDP)
Stagecoach	Nick Small
Sustrans	Steve Genner
Walford Parish Councillor	Cllr Sian Newbert
Walford Parish Councillor	Cllr Richard Jackson
West Mercia Police	Serg Nick Green

# Appendix E

**SCHEME DETAILS**

E: [Communities@balfourbeatty.com](mailto:Communities@balfourbeatty.com)

T: +44 (0)1432 261800

W: [balfourbeatty.com](http://balfourbeatty.com)