

Herefordshire Council

**Outline Public Transport Strategy
2013- 2032**

Final

May 2013

1. Introduction

1.1 This Outline Public Transport Strategy (OPTS) supports the delivery of Herefordshire Core Strategy. The OPTS looks forward to the medium term (circa 10 years to 2023) and begins to establish the public transport offer for the longer term (to 2032).

1.2 The OPTS considers the broader context of public transport within the overall aims and objectives of local transport. This includes the relationship between the Local Transport Plan objectives of Passenger Transport, Walking and Cycling and Highway network Development.

1.3 The OPTS sets out a recommended Action Plan of the measures/interventions required to deliver the Core Strategy.

2. Context

2.1 The OPTS needs to support the delivery of the Core Strategy, particularly the future land use changes that may affect the supply and location of residential and employment development.

2.2 The OPTS builds on the short/medium term objectives and policies already established and supported in the current Local Transport Plan i.e. to:

- Support a cleaner, healthier, more prosperous county;
- Maintain connectivity for all and to reduce social isolation for those without access to a car;
- Reduce congestion;
- Maximise accessibility;
- Increase efficiency of passenger transport;
- Support economic growth; and
- Ensure access to housing and employment sites including Rotherwas Enterprise Zone.

2.3 The OPTS is directly linked to the current key transport policies:

- AM6 - Managing Changing Demand, including new developments
- PT1 - Supported Bus Network
- PT2 – Bus Fares and Ticketing
- PT3 - Bus Infrastructure Improvements
- PT4 – Passenger Transport Information
- HN1 – Network Capacity Management Hierarchy
- HN2 – Network Management
- HN5 – Motorway and Trunk Road Network Reliability Improvements
- PS1 – Hereford Parking Policy
- AT1 – Maintaining and Extending our Active Travel (Walking and Cycling) Infrastructure
- AT2 - Extending our Active Travel (Walking and Cycling) Network in New Developments
- ST1 – Improving the Public Realm

- SC1 – Smarter Travel Choice Marketing Campaigns and Branding
- SC2 – Workplace Travel Plans
- SC3 – School Travel Plans
- SC4 – Personalised Travel Plans
- SC5 – Smarter Choice Initiatives
- DC1 – Planning for Sustainable Developments
- DC2 – Developer Contributions to mitigate the impacts of new and re-developments on the transport network
- PRW1 – Managing Public Rights of Way
- AQ1 – Improving Air Quality
- ZLV1 – Zero and Low Emission Vehicles

3. Recommended Action Plan

3.1 The recommended Action Plan supports a phased approach that delivers the Core Strategy with an integrated range of transport measures/interventions for:

- Public transport;
- Walking and cycling;
- Car parking; and
- Road schemes.

3.2 The Action Plan builds on the Core Strategy options and evidence base, particularly with reference to future land use options and the need for a Western Relief road.

3.3 The range of public transport measures/interventions recommended is:

- Re-routed bus services – to make best use of the current bus network with modifications where appropriate
- New bus services – to improve the accessibility of development sites
- High frequency bus services – to support the bus as a viable alternative
- Bus priority – to improve reliability and journey times on key routes and provide more direct access (via bus gates) at the growth areas – Three Elms, Holmer West, Lower Bullingham and Rotherwas
- Improved interchange between bus and other modes – to improve connectivity and make changing mode more efficient for passengers and operators, particularly improving interchange at Hereford railway station, making best use of existing city centre bus stations, improving walking routes and providing secure cycle storage
- Improved passenger information, including area wide real time information for all bus routes in the urban area – to make it easier for passengers to plan their journeys
- Park and ride across the area, delivered alongside new developments and the Western Relief Road – to provide a viable alternative to driving into the city centre

3.4 The car parking charges should aim to attract more people to use local bus services. It is recommended that over time the current bus fares should remain stable while parking charges in the city centre are increased.

3.5 The road schemes included in the Action Plan are all identified as “Fundamental” in the Infrastructure Development Plan (March 2013, Appendix 1) i.e.:

- Western Relief Road
- Hereford (City) Link Road
- 'Pinch points' on A49 roundabouts.

4. Key Issues

4.1 The Public Transport Strategy and Action Plan need to be realistic, in terms of what is affordable and can be delivered, and the need to be flexible to take account of future changes/uncertainties.

4.2 One of the most important issues for transport, particularly public transport is demographic change. Over the Core Strategy period it is predicted that the number of people aged over 65 years, living in the county will increase to circa 65,000. This is a much greater proportion of the population compared to the national average – Herefordshire 31%, UK 22%.

4.3 The ageing population will put pressure on a wide range of HC services, including social care, and this will have a knock-on effect on the Council's ability to support other services such as public transport.

4.4 It is essential that all of the measures/initiatives identified in the Action Plan are funded and delivered by a range of organisations, including the Council, developers, transport operators and Central Government.

4.5 There are opportunities for some measures/initiatives to be delivered through the Community Infrastructure Levy (CIL). The current Infrastructure Development Plan (IDP) identifies a funding package for the Western Relief Road, park and ride, parking strategy and City Link Road/A49 'pinch-points'. The Western Relief Road has some CIL funding identified, the other measures/initiatives need to be delivered in partnership between public and private organisations.

4.6 It is essential that the public transport elements of the Core Strategy are discussed and agreed between the developers, transport operators and HC.

5. Monitoring and Review

5.1 The OPTS does not need its own monitoring and review process as it is directly related to the Core Strategy and Local Transport Plan (LTP). Both already have established procedures in place.

5.2 The Core Strategy policies will be monitored principally through the Annual Monitoring Report (AMR). The AMR report will set out the basic achievements of the main policies and contain details about the implementation of the housing policies in particular.

5.3 The LTP establishes the framework for the delivery of all aspects of transport and travel for Herefordshire. The development of the LTP and the Core Strategy has been a linked process. HC will continue to produce Annual LTP Progress Reports that set out the progress of delivering transport improvements and transport outcomes over the past year.