

Decision maker:	Cabinet Member infrastructure
Decision date:	26 August 2016
Title of report:	South wye transport package active travel measures – public consultation
Report by:	Head of infrastructure delivery

Classification

Open

Key Decision

This is not a key decision

Wards Affected

Belmont Rural
Central
Dinedor Hill
Hinton & Hunderton
Lower Bullingham
Newton Farm
Red Hill
Saxon Gate

Purpose

To agree the scope of the South Wye Transport Package active travel measures and approve commencement of public consultation to inform design and delivery of the scheme.

Recommendation(s)

THAT:

The scope of the South Wye Transport Package active travel measures as outlined in this report be agreed and approval given to consult with key stakeholders and the public to inform scheme delivery as part of the South Wye Transport Package

Alternative options

- 1 The options for inclusion have already been refined according to the objectives of the South Wye Transport Package following feedback from consultation in 2014.
- 2 Further consultation is now proposed on the options that have been identified before developing them further

Reasons for recommendations

- 3 The South Wye Transport Package comprises the Southern Link Road and a complementary package of active travel measures. This consultation seeks to take forward the active travel elements of the package to confirm the Council's commitment to deliver the whole package as required by external funders. The reason for recommendation is to enable effective consultation to ensure proposals taken forward have wide local support.

Key considerations

Need for the Scheme:

- 4 The aim of the South Wye Transport Package (SWTP) is to promote economic growth in Hereford while tackling specific problems in the South Wye area.
- 5 These problems in the South Wye area have mainly been caused by the level of congestion along the A465 and the A49. This has resulted in poor levels of air quality and noise and has resulted in large numbers of short distance trips being made by car.
- 6 The SWTP will reduce congestion, enable access to the Hereford Enterprise Zone (HEZ), reduce growth in emissions and traffic noise, reduce accidents and encourage physical activity.
- 7 Results from the recent Destination Hereford projects have indicated that providing active travel measures can directly influence a change in personal travel behaviour resulting in a decrease in traffic volumes.
- 8 Consultation on the SWTP in 2014 indicated a strong level of support for developing a package of active travel measures that would help encourage walking and cycling and help alleviate traffic congestion in the area. The conclusions are reported in section 5 of the 4/11/14 South Wye Transport Package Report On Consultation, and as well as informing the ATM package development was considered by Cabinet 13 November 2014, at General Oversight & Scrutiny 2 December 2014 and formed part of the of the SWTP planning application documents in May 2015.

Scheme Proposals:

- 9 Consultation on the SWTP in 2014 sought views on an indicative set of schemes to promote sustainable transport. From this consultation feedback and a review of previous studies, a list of measures was compiled and evaluated for their strengths and weaknesses according to how well they met the objectives of the SWTP. This evaluation has provided a refined list of schemes to complement the Southern Link Road and it is now proposed to seek feedback on them to inform decisions on schemes to be implemented. Proposed measures to be consulted on can be seen in Appendix A to this report which will form the panels of the consultation exhibitions.
- 10 The proposed active travel measures are listed below:
 - 20 mph residential areas
 - Belmont Road bus priority measures

- Belmont Road walking and cycling improvements
 - Belmont Road weight restriction
 - Belmont Road (West) walking and cycling improvements
 - Better routes to Hereford Enterprise Zone
 - Hoarwithy Road and Hinton Road walking and cycling links
 - Holme Lacy Road—further walking and cycling improvements
 - Walnut Tree Avenue / Hunderton Road traffic reduction
- 11 The resulting response to this consultation will inform a preferred package of measures to be recommended to the cabinet member for further development and implementation.

Outline of Proposed Consultation:

- 12 Engagement with key stakeholders will be undertaken prior to the public consultation period and consultation will take place over six weeks in autumn 2016 from the 12 September to 25 October 2016.
- 13 Three public consultation exhibitions (PCEs) will be held during the six-week consultation period. Two of these will be in the Belmont area and one in the Holme Lacy Road area. Exhibitions will be widely promoted via local radio, newspapers, on the council website, through social media, brochures and posters in shops. Feedback will be captured using a questionnaire which will be available in paper format and also online. The proposed brochure and questionnaire can be seen in Appendices B and C to this report.
- 14 A Public Consultation Report (PCR) will be produced to provide an account of the activities and contributions received. This will also be published on the council's SWTP web page. The PCR will inform the development of the package measures and will be the subject of a further cabinet member report to confirm approval to progress the delivery of these schemes alongside and following the delivery of the Southern Link Road.

Community impact

- 15 Following consultation, a post consultation report will be prepared and presented to the Cabinet Member to feedback the results. This will inform the package of active travel measures to be developed further. If supported, work on the detailed design will commence and a programme for delivery will be developed.
- 16 The economic objectives of the South Wye Transport Package Active Travel Measures contribute to the corporate plan. The scheme seeks to contribute to the economic growth of the county as part of the overall economic masterplan.
- 17 The consultation set out in this report seeks to understand the support these measures have from retailers, residents, shoppers, schools and visitors to the South Wye area as well as including relevant city-wide stakeholders. Consultation will enable individual feedback to be considered and to inform the design and delivery of the scheme.
- 18 The needs of key stakeholders will be established during the consultation period and during the design and delivery of the measures.

Equality duty

- 19 This proposal will support the council in demonstrating its commitments to the equality duty. Consultation will be wide ranging and seek to establish the needs of city users and residents including the disabled community to inform the scheme design and delivery.

Financial implications

- 20 There are no direct financial implications arising as a result of this decision report. The preferred package of measures will be recommended at the conclusion of the consultation, and will be the subject of a future decision report.
- 21 The SWTP capital budget is identified within the council's approved capital programme and supported by a Department for Transport Grant.

Legal implications

- 22 Public authorities are under a general duty to act fairly and while this does not necessarily always translate into a general duty to consult it can do so where the nature and impact of the decision may mean that fairness requires it. The more serious the impact of a decision is on affected individuals, the more important it is that the right decision is reached and that those affected feel that their concerns have been considered by the decision-maker. Broadly, therefore, the more serious the impact, the more likely it is that fairness requires the involvement of affected individuals in the decision-making process by some form of consultation. In this case the large potential package of proposals which are the subject of the consultation have considerable are being considered which potentially impact on individual businesses and stakeholders in the South Wye Area of Hereford and therefore in this context consultation is both necessary and appropriate.
- 23 In undertaking consultation four legally established principles must be adhered to. These are called the Gunning Principles as laid down in the case of R v London Borough of Brent Ex parte Gunning and others(1985) 84 LGR 168. Consultation must take place when the proposals are at a formative stage, sufficient reasons and sufficient information should be put forward about the proposal to allow for intelligent consideration and response. Adequate time must be given for consideration and response and the product of the consultation should be conscientiously taken into account.

Risk management

- 24 Not proceeding with consultation will prevent measures being programmed and delivered and could compromise funding agreements.
- 25 A detailed risk register has been developed for the scheme. Individual risks are identified as well as proposed mitigating actions, an owner and any cost associated agreed. Risk workshops are held on a regular basis to discuss and manage any risk if they occur.

Consultees

- 26 A wide ranging public consultation is proposed. This will provide opportunity for feedback from the general public, Hereford City Councillors and Herefordshire Council Councillors. There will be direct engagement with key stakeholder groups including:

Hereford Civic Society

Royal National College Blind

Further information on the subject of this report is available from
Mairead Lane, Head of infrastructure delivery tel 01432 260944

Hereford Vision Links

Taxi operators

Utility Companies

Disability organisations

Chamber of Commerce

Cycling organisations

Emergency services

Residents associations

Appendices

Appendix A – SWTP Active Travel Measures – Consultation (three parts)

Appendix B – SWTP Active Travel Measures – Brochure

Appendix C - Questionnaire

Background papers

- [South Wye Transport Package Report On Consultation, 4/11/14](#)
- [Cabinet meeting Thursday 13 November 2014, item 43](#)
- [General Overview & Scrutiny Committee, Tuesday 2 December 2014, item 40](#)
- [Planning application P151314/F](#)