

Meeting:	Cabinet
Meeting date:	Thursday 14 December 2017
Title of report:	South Wye Transport Package - Active Travel Measures
Report by:	Cabinet member infrastructure

Classification

Open

Decision type

Key

This is a key decision because it is likely to result in the council incurring expenditure which is significant having regard to the council's budget for the service and because it is likely to be significant in terms of its effect on communities living or working in an area comprising one or more wards in the county.

Wards affected

Belmont Rural; Hinton & Hunderton; Stoney Street; Wormside;

Purpose and summary

To consider consultation feedback and confirm next steps of delivery of the South Wye Transport Package (SWTP) Active Travel Measures (ATM).

The SWTP comprises the Southern Link Road (SLR) and a complementary package of active travel measures. The ATM consultation demonstrates the council's commitment to deliver the whole package. This report demonstrates wide support for the delivery of the ATM package in this area to complement the delivery of the SLR. The reason for recommendation is to enable active travel improvements that have wide local support and which support the package objectives to be taken forward.

Recommendation(s)

That:

- (a) having regard to the public support for the SWTP active travel proposals the assistant director environment and place be authorised to take all operational**

decisions necessary to progress further analysis and detailed design, to a maximum value of £500,000, to confirm a preferred package of active travel measures to be delivered with the SLR for approval by the cabinet member for infrastructure;

- (b) a programme for delivery of this preferred package of active travel measures and a procurement strategy for their delivery be developed for approval by the cabinet member for infrastructure.**

Alternative options

- 1 Not to progress further analysis of active travel measures, but this is not recommended as the objectives of the SWTP would not be met. Alternative options suggested as part of the consultation referred to in paragraph 5 below will be assessed alongside ATM projects to enable a preferred package to be determined.

Key considerations

- 2 The aim of the SWTP is to promote economic growth in Hereford while tackling specific, identified problems in the South Wye area. The SWTP will reduce congestion, enhance active travel access to the Hereford Enterprise Zone (HEZ), reduce growth in emissions and traffic noise, reduce accidents and encourage physical activity. The package comprises a new southern link road and a package of complementary active travel measures.
- 3 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.

Active Travel Measures Consultation:

- 4 Feedback from the 2014 consultation, and a review of previous studies, informed the list of improvements agreed by cabinet in 2016 to be taken forward to consultation which were:
 - 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 walking and cycling 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
- 5 Public consultation took place over six weeks from the 12 September to 25 October 2016. The Council promoted the consultation using traditional and social media to engage with as many people as possible about this consultation. The Council invited people to engage in this process either by attending the exhibition events or by viewing proposals on line and then to respond to the consultation about the proposals by completing a questionnaire. Three public consultation exhibitions were held during the six-week consultation period in venues across the south wye area to ensure people could attend the venue that best suited them. In total 185 people attended exhibition events and in total 336 completed

questionnaires were returned during the consultation period. Further detail is contained within the consultation report at appendix A.

ATM Consultation Key findings:

- 6 Consultation feedback showed wide support for all measures promoted, and that the majority of the public interested in the consultation live in the South Wye area and are regular users of the A465. Reducing congestion and delay is the most important SWTP objective to the respondents.
- 7 The results show that all of the proposed improvements had more support than opposition, with the strongest support for the 20 mph in residential areas. Strong support was also shown for the Belmont Road walking and cycling projects. Belmont Road bus priority measures had the least support. Consultation feedback has resulted in the following ranking of the proposals:

POSSIBLE IMPROVEMENT	RANK	1 - STRONGLY OPPOSE	2	3	4	5 - STRONGLY SUPPORT
(1) 20 mph residential areas	1	12%	8%	22%	16%	42%
(3) Belmont Road walking and cycling improvements	2	10%	13%	21%	19%	37%
(5) Belmont Road (West) walking and cycling improvements	3	8%	13%	23%	19%	37%
(6) Better walking and cycling routes to Hereford Enterprise Zone	3	8%	13%	25%	20%	35%
(4) Belmont Road weight restriction	5	9%	10%	36%	18%	27%
(7) Hoarwithy Road and Hinton Road walking and cycling links	6	10%	14%	25%	21%	30%
(9) Walnut Tree Avenue / Hunderton Road traffic reduction	7	17%	11%	26%	18%	29%
(8) Holme Lacy Road—further walking and cycling improvements	8	14%	15%	25%	16%	31%
(2) Belmont Road bus priority measures	9	21%	12%	26%	15%	26%

- 8 The package of measures in the consultation are inter-related and together form a comprehensive set of proposals to improve the South Wye Area whilst promoting active travel and effectively managing access of vehicles within the area. Feedback also shows there was support for a bypass, a light tram system and park & ride provision. Suggestions received in the feedback will be evaluated alongside the options taken to consultation to determine whether they also should be taken forward.
- 9 Cabinet is asked to note the level of support for the package requirements and the ranking / preference expressed in feedback. Cabinet is asked to delegate authority to the assistant

director environment and place to undertake further analysis to determine the projects which should be delivered alongside the southern link road and comprise the SWTP within the business case to be signed off by the Department by Transport (DfT). This technical work will consider how each project contributes to the objectives of the SWTP and refines the long list of projects consulted on to those which will deliver benefits alongside the SLR. This analysis will follow DfT guidelines and will be set out in the SWTP business case document which will be the subject of a further report.

- 10 This decision will enable analysis and design work to progress to a maximum value of £500,000. A programme for the delivery of the preferred package and a procurement strategy for their delivery will be developed and will be the subject of a further report for approval by the cabinet member for infrastructure.

Community impact

- 11 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 vision.
- 12 The consultation report describes 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. Feedback received will inform the design and delivery of the measures and further consultation will take place as the projects are delivered.

Equality duty

- 13 Under section 149 of the Equality Act 2010, the 'general duty' on public authorities is set out as follows:

A public authority must, in the exercise of its functions, have due regard to the need to -

- (a) eliminate discrimination, harassment, victimisation and any other conduct that is prohibited by or under this Act;
- (b) advance equality of opportunity between persons who share a relevant protected characteristic and persons who do not share it;
- (c) foster good relations between persons who share a relevant protected characteristic and persons who do not share it.

The Equality team have been consulted on this report; it is considered that there is no negative impact on the Protected Characteristics identified in the Equality Act 2010.

- 14 Consultation about the SWTP active travel measures has been wide ranging and sought to establish the needs of city users and residents including vulnerable users to inform the scheme design and delivery.

Resource implications

- 15 There is an approved capital budget of £35m for the SWTP project and £27m of growth fund capital money has been secured for the SWTP.

- 16 If approval is given to progress the analysis and detailed design of the ATM projects within a budget of £500,000 this will be funded from the SWTP capital budget. This budget contains allowance for such professional design fees.
- 17 Approval of the preferred package and a programme for delivery will be the subject of further reports.
- 18 Funding for the SWTP was secured on approval of the Strategic Outline Business Case (SOBC). Cost estimates for the SLR and other measures are set out in that report. These will be further developed as the detailed design of the SLR and the package progresses and will be presented in the full business case for the project by DfT currently scheduled to be submitted autumn 2018.
- 19 A programme for delivery and a strategy for procurement of the preferred package of measures will be the subject of a further report.
- 20 The delivery of other ATM projects consulted on which do not form part of the preferred package will remain an ambition of the council but these will not form part of the SWTP business case and package programme. Other funding opportunities would be explored including external grants and developer contributions and they will be delivered as funding opportunities are realised.

Legal implications

- 21 The proposed delivery of SWTP ATM projects is likely to be permitted development under The Town and Country Planning (General Permitted Development) Order 2015.
- 22 Some projects may require traffic orders to enable delivery of improvements for cyclists, pedestrians and public transport. Some may require speed limits.
- 23 The council, as traffic authority, has powers to make TROs under the various provisions of the Road Traffic Regulation Act 1984 (as amended) and the Local Authorities' Traffic Orders (Procedure) (England and Wales) Regulations 1996 (as amended).

Risk management

- 24 A detailed risk register which highlights all project risks has been developed for the SWTP project. Risks are summarised, with proposed mitigating actions, assigned an owner and any cost associated is identified and agreed.

Consultees

- 25 Public consultation took place from September to October 2016 in relation to possible active travel measure improvements that could be included in a package of measures associated with the Southern Link Road. Together these would form a package of measures to improve the quality of life and the environment within the South Wye area, encourage active and sustainable forms of transport and reduce the impact of traffic congestion on local residents living in the South Wye area and close to the city centre.
- 26 Public exhibitions and consultation were held regarding proposed active travel improvements – this included three one day public exhibitions and subsequent permanent exhibitions to which stakeholders were invited. Whilst a range of views were expressed during public consultation and there were varying levels of support for the individual

elements of the package, there was a generally high level of support for taking forward the proposed measures.

- 27 A consultation report has been produced which summarises the consultation and feedback and is attached to this report.
- 28 All political groups were consulted about this report. Responses are summarised below:
- 29 Cllr Powers requested information on consultation feedback which is appended to this report.
- 30 Lower Bullingham Parish Council provided a response to the ATM consultation with specific reference to measures on Holme Lacy Road and this is contained in Appendix B. This response provides detailed requests which can be considered when the detailed design of the scheme progresses to ensure it meets local needs. The parish have also requested that the scheme be delivered in an 'expedited manner'. If the recommendation of this report is accepted a programme for the delivery of ATM projects will be developed.
- 31 Local members Cllr Summers and Chappell have expressed their concerns regarding traffic, safety and provision for cyclists on Holme Lacy Road. They requested measures on Holme Lacy Road be progressed as part of the SWTP. Cllr Summers requested signage improvements on Holme Lacy Road be delivered as part of the SWTP and that design issues raised regarding the first phase of the Holme Lacy Road improvement scheme be considered. Subject to Cabinet approval, and prior to any implementation, a design workshop would be held with local members and key stakeholders to inform the detailed design of the further improvements to be implemented on Holme Lacy Road.
- 32 Local member Cllr McEvelly has provided comment on the first phase of the Holme Lacy Road scheme and commented that the changes make Holme Lacy Road more bike friendly but commented that the reduction to one lane westbound on the approach to A49 should not be introduced until a bypass was complete.

Appendices

Appendix A: SWTP Consultation Report

Appendix B: Lower Bullingham Parish Council Feedback

Background papers

SWTP Strategic Outline Business Case (SOBC)