

SOUTH WYE TRANSPORT PACKAGE ACTIVE TRAVEL CONSULTATION REPORT

MARCH 2017

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Herefordshire Council

Final

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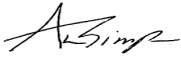
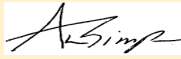







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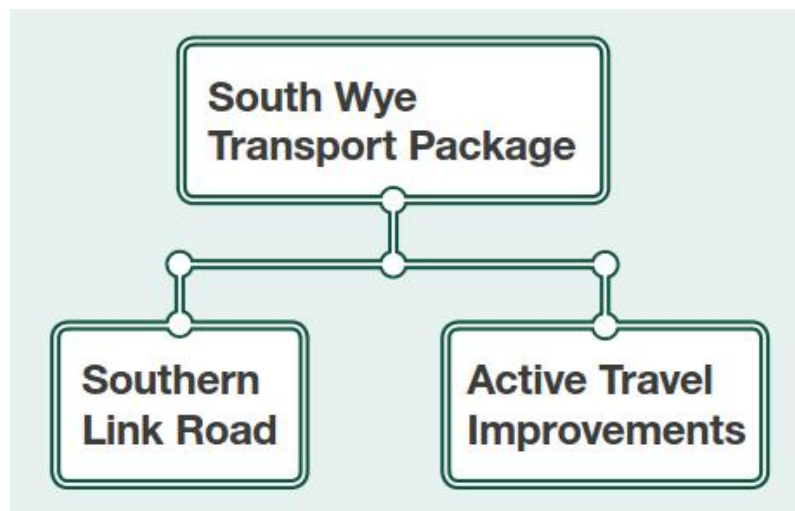
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1 INTRODUCTION

1.1 BACKGROUND

- 1.1.1 WSP | Parsons Brinckerhoff has been commissioned by Balfour Beatty Living Places (BBLP) on behalf of Herefordshire Council (HC) to develop transport improvements for the South Wye Transport Package (SWTP) to overcome the transport problems within the South Wye area of Hereford.
- 1.1.2 The South Wye Transport Package (SWTP) aims to promote economic growth within Hereford while tackling specific problems in the South Wye area. The aim is to promote economic development by unlocking the barriers to economic growth, including land at the Hereford Enterprise Zone (HEZ).
- 1.1.3 An initial Public Consultation was held in 2014. This helped to identify possible improvements and set the SWTP Objectives, which are as follows:
- Reduce congestion and delay
 - Enable access to developments such as the HEZ
 - Reduce the growth in emissions
 - Reduce traffic noise
 - Reduce accidents
 - Encourage physical activity
- 1.1.4 Further background is summarised in the brochure in Appendix A.
- 1.1.5 The South Wye Transport Package (SWTP) comprises:



- 1.1.6 The Southern Link Road (SLR), which links the A49 and A465 to the south of Hereford, has recently been granted planning permission and the delivery of the scheme continues.
- 1.1.7 Complementary active travel measures have been considered by Herefordshire Council to improve travel in the South Wye area. Active travel is about physical activity in the form of walking and cycling, rather than motorised forms of travel, such as the private car.

1.1.8 During this process, Herefordshire Council engaged with local communities through undertaking a Public Consultation and holding a series of Public Consultation Exhibitions (exhibitions). The consultation sought the public's views on the following possible active travel improvements:

- 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

1.1.9 The consultation period was advertised for the six-week period from the 14th September 2016 to 25th October 2016. Exhibitions were held throughout the consultation period in three venues across the study area comprising the Three Counties Hotel, the Business Solutions Centre, and The Kindle Centre.

2 PROMOTION

2.1 ADVERTISING

- 2.1.1 A press release regarding the exhibitions was issued to Hereford Times and Worcester News ahead of the exhibitions on the 05th September 2016, and again afterwards on the 12th October. Social media was also utilised to advertise the consultation throughout the process (see below).
- 2.1.2 A4 Posters and A5 flyers (see Appendix B) advertising the exhibitions were displayed in local businesses and public buildings across Hereford on the 5th September 2016, before the start of the consultation.
- 2.1.3 Brochures (see Appendix A) that summarised the consultation and advertised the exhibitions were distributed to the public during the course of the consultation. To accompany these, questionnaires (Appendix C) and freepost envelopes were enclosed. The public consultation brochure was left in the local businesses and public buildings that received the posters and flyers on the 14th September, and then refreshed on the 29th September. The organisations were called on the 18th October to determine if a further restock was required.
- 2.1.4 The locations the posters, flyers, and brochures were displayed are illustrated in Appendix D.
- 2.1.5 Leaflets advertising the exhibitions were distributed to every household (approximately 9,669) in the South Wye area on the 19th and 20th September 2016.
- 2.1.6 A website describing the South Wye Transport Package and publicising the public exhibitions was accessible from the 14th September at the following web address:
- <https://www.herefordshire.gov.uk/south-wye-transport-package>
- 2.1.7 This website provided links to the exhibition panels and brochure, and directed people to email SouthWyeTP@balfourbeatty.com if they had any questions or comments.
- 2.1.8 The website also provided a link to the online questionnaire via the following web address:
- <http://www.smartsurvey.co.uk/s/SWTPActiveTravel/>

2.2 INVITATIONS

- 2.2.1 Herefordshire Council Members, other officials, parish councils, and selected members of the public were invited to a Preview Evening on the 13th September 2016. The invitations were sent by email on the 5th and 6th September 2016, highlighting that invitees could drop in any time between 6pm and 9pm. The email also identified that they could attend any open public exhibition if they could not attend the Preview Evening.
- 2.2.2 Stakeholders, such as local schools and transport operators were also invited to the open public exhibitions. These invitations were sent by email on the 5th and 6th September 2016.
- 2.2.3 A number of brochures with enclosed questionnaires were left at the five local primary schools and Hereford Academy. Emails were addressed to each head teacher on the 5th October, encouraging them to make the brochures available to staff, visitors and parents, and offering to provide additional brochures. Schools were also offered the opportunity to meet with the project team and discuss the proposals.

2.3 SOCIAL MEDIA

2.3.1 Social Media was used to advertise the consultation and public exhibitions, to promote the online questionnaire, and to gather feedback from the community.

2.3.2 The website, invitations, brochure, and display panels included the Facebook address www.facebook.com/hereford2020 and Twitter handle [@hereford_2020](https://twitter.com/hereford_2020) where respondents could provide their opinions. The table below identifies how Social Media was used to promote the consultation:

DATE	ADVERTISING	REACH
Facebook		
08/09	Exhibition 1 at the Three Counties Hotel	Reach 9,700, viewed 1,200, shares 8
14/09	Exhibition 2 at the Business Solutions Centre	Reach 4,900, viewed 86, shares 3
14/09	Online survey	Reach 12,108, viewed 960, shares 10
21/09	Exhibition 3 at The Kindle Centre	Reach 5,400, viewed 243, shares 0
06/10	Online survey	Reach 5,853, viewed 342, shares 1
Twitter		
05/09	Exhibition 1 at the Three Counties Hotel	Impressions 415, engagements 6
14/09	Exhibition 1 at the Three Counties Hotel	Impressions 490, engagements 9
14/09	Online survey	Impressions 231, engagements 15
21/09	Exhibition 2 at the Business Solutions Centre	Impressions 171, engagements 6
26/09	Exhibition 3 at The Kindle Centre	Impressions 765, engagements 22
26/09	Tweet of picture from The Kindle Centre	Impressions 1242, engagements 29
06/10	Online survey	Impressions 674, engagements 12

2.3.3 A sample of the advertising taken from the Twitter feed on the 11/10/2016 is shown below:



3 EXHIBITIONS

3.1 PUBLIC CONSULTATION EXHIBITIONS

3.1.1 Public Consultation Exhibitions (exhibitions) were held in three venues as follows:

DATE	VENUE	TIME
Wednesday 14th September 2016	The Three Counties Hotel Belmont Road Hereford HR2 7BP	10am to 8pm
Wednesday 21st September 2016	Hereford Business Solutions Centre Skylon Court Coldnose Road Hereford HR2 6JL	10am to 8pm
Monday 26th September 2016	The Kindle Centre ASDA Supermarket Belmont Road Hereford HR2 7JE	10am to 8pm

3.1.2 These venues were chosen for their location, capacity, availability, and accessibility. All venues were located within the study area in South Wye, were fully accessible with car and cycle parking.

3.1.3 The exhibition comprised 16 display panels that provided an introduction to the consultation and an overview of each of the possible improvements. High resolution versions of the panels are available on the SWTP website at <https://www.herefordshire.gov.uk/south-wye-transport-package>. The panel content is also shown in Appendix E and summarised below:

1. Welcome
2. Our vision for Hereford
3. What have we already delivered?
4. Delivering active travel improvements at the Hereford Enterprise Zone
5. Our commitment to consultation
6. Possible improvements: What do you think?
7. How do the improvements support the SLR in meeting the SWTP objectives?
8. 20 mph residential areas
9. Belmont Road bus priority measures
10. Belmont Road walking and cycling improvements and weight restriction
11. Belmont Road (West) walking and cycling improvements
12. Better walking and cycling routes to Hereford Enterprise Zone
13. Hoarwithy Road and Hinton Road walking and cycling links
14. Holme Lacy Road —further walking and cycling improvements
15. Walnut Tree Avenue / Hunderton Road traffic reduction
16. Thank you

3.1.4

Panels 1 to 5 (Photograph 1 and Photograph 2) summarised the SWTP to date and put the active travel measures into context. They also highlighted improvements that had already and will be delivered as part of the SWTP.

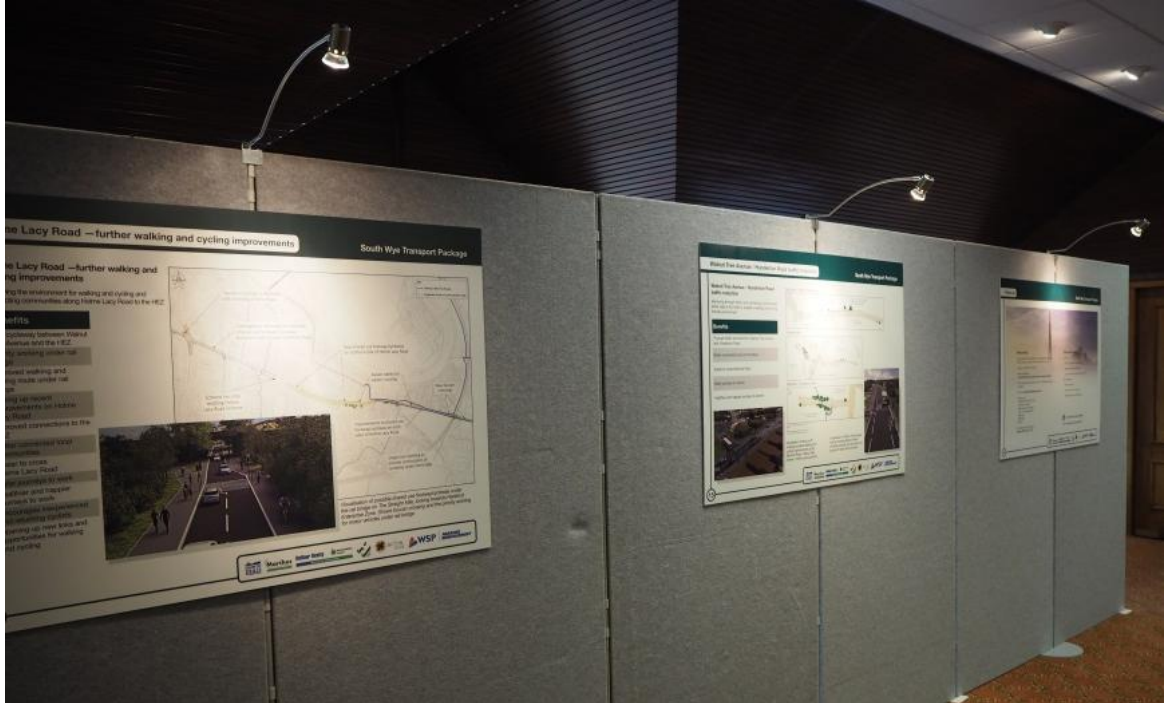


Photograph 1: Exhibition Panels 1 and 2



Photograph 2: Exhibition Panels 3, 4, and 5

- 3.1.5 Panels 6 and 7 summarised all of the possible improvements, and highlighted how each of them support the SLR in meeting the SWTP objectives. Panels 8 to 15 summarised each of the possible improvements that were being consulted on. Panel 16 (Photograph 3) summarised the various ways respondents could have their say.



Photograph 3: Exhibition Panels 14, 15, and 16

- 3.1.6 Copies of the panels were also available at each exhibition venue.
- 3.1.7 To assist visitors in gaining a visual appreciation of the options, visualisations of the possible improvements were included on the panels. A selection of these is shown below.



Visualisation 1: Possible improvements to Belmont Road (Bus Priority Measures)



Visualisation 2: Possible improvements to Belmont Road (Tesco Roundabout)

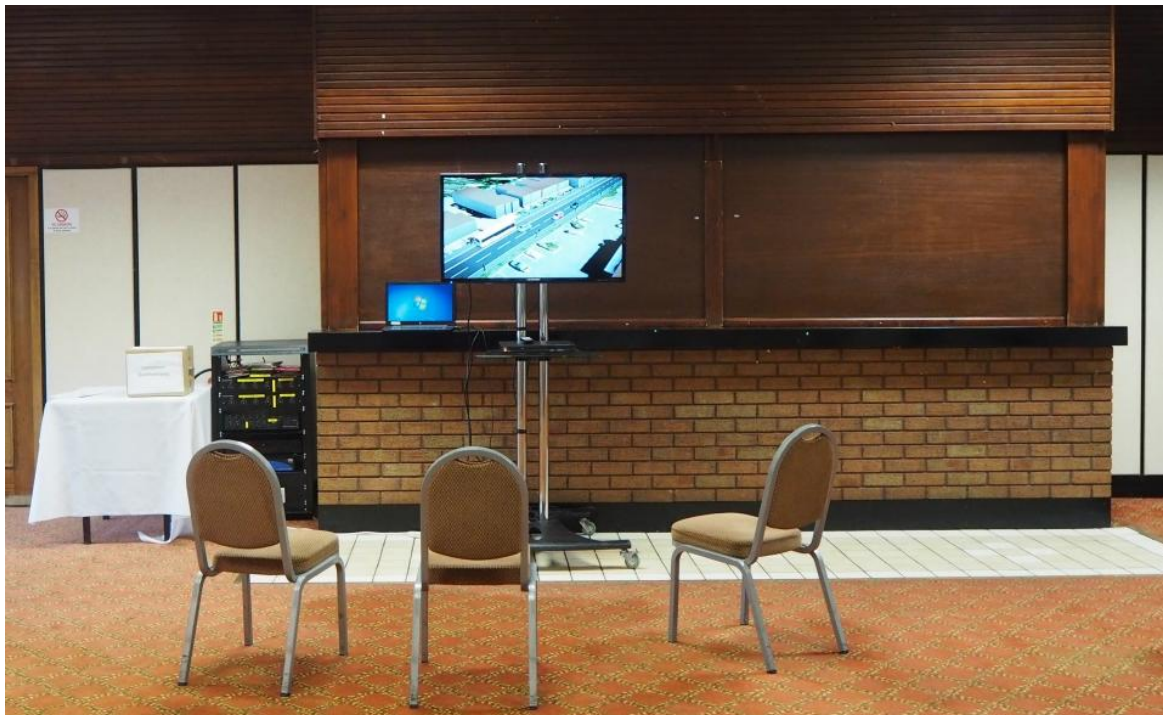


Visualisation 3: Possible improvements to Holme Lacy Road (Single Lane Working)



Visualisation 4: Possible improvements for better routes to HEZ (Marlbrook Road)

- 3.1.8 3D Visualisation videos showing the Belmont Road towards City Centre and Holme Lacy Road towards Hereford Enterprise Zone were on display at the exhibitions, as shown in Photograph 4.



Photograph 4: Animation on display at Exhibition 1

- 3.1.9 Brochures that contained the Questionnaire and freepost envelope were on display and attendees were encouraged to take additional copies for family, friends, neighbours, colleagues etc. A box was also provided so that respondents could leave completed questionnaires at the exhibitions.

THREE COUNTIES HOTEL

- 3.1.10 Exhibition 1 was held in the Three Counties Hotel, Belmont Road on 14th September 2016. This followed on from the Preview Evening held on the 13th September at the same venue.
- 3.1.11 There were a total of 15 attendees to the preview, excluding the project team. Exhibition 1 was attended by a further 27 people.



Photograph 5: Exhibition 1 at the Three Counties Hotel



Photograph 6: Exhibition 1 at the Three Counties Hotel

THE BUSINESS SOLUTIONS CENTRE

3.1.12 Exhibition 2 was held at the Business Solutions Centre in Skylon Park on the 21st September 2016. There were a total of 22 attendees to Exhibition 2.



Photograph 7: Exhibition 2 at the Business Solutions Centre



Photograph 8: Exhibition 2 at the Business Solutions Centre

THE KINDLE CENTRE

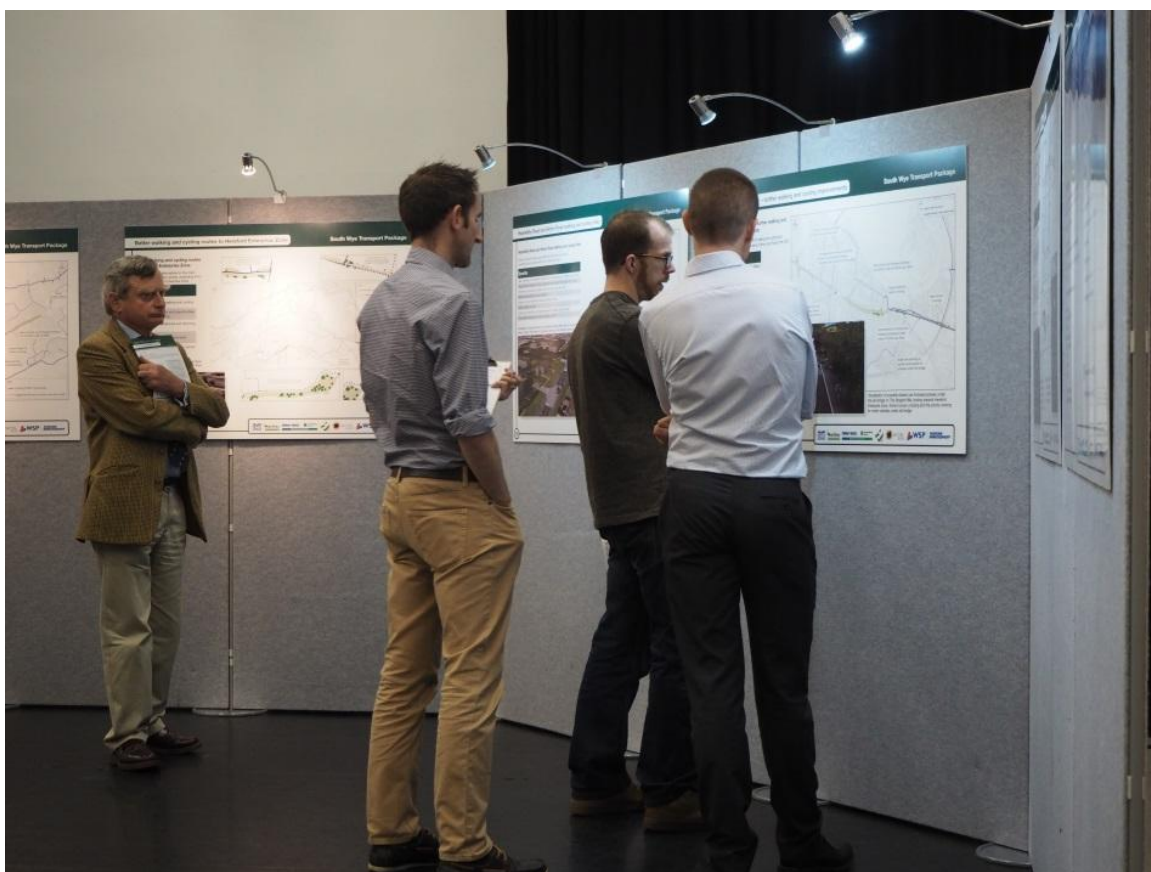
- 3.1.13 Exhibition 3 was held at The Kindle Centre on the 25th September 2016. There were a total of 121 attendees to Exhibition 3.



Photograph 9: Exhibition 3 at The Kindle Centre



Photograph 10: Exhibition 3 at The Kindle Centre



Photograph 11: Exhibition 3 at The Kindle Centre

3.2 EXHIBITIONS SUMMARY

3.2.1 A Preview Evening and three Exhibitions were held in September in the South Wye area. The attendance at each event is shown in Table 1.

Table 1: Exhibition Attendance

EVENT	VENUE	ATTENDANCE
Preview	Three Counties Hotel	15
Exhibition 1	Three Counties Hotel	27
Exhibition 2	The Business Solutions Centre	22
Exhibition 3	The Kindle Centre	121
		185

3.2.2 At each exhibition, there were opportunities for the public to provide feedback and comments, as well as ask questions and request further information. This was undertaken with the use of Feedback/Query sheets, with the public encouraged to leave contact details and make their requests with the assistance of members of staff. During the exhibitions, there were 24 comments and/or requests for information. 12 of these required responses, which were dealt with in the weeks following the exhibitions.

3.3 SUSTAINABLE DROP-IN DAY

- 3.3.1 A sustainable travel drop-in day was held at the Business Solutions Centre in Skylon Court on Monday 19th September 2016 from 7:30am to 6:30pm. This event was hosted by Bill Jackson, High Sheriff of Herefordshire and Chair of Hereford Enterprise Zone Board. This event invited people to drop in to hear about new initiatives to improve their home to work travel.
- 3.3.2 As well providing attendees with information on the SWTP Active Travel Consultation, other delegates provided information on improvements to the Enterprise Zone and Rotherwas Travel Plan initiatives. Experts from Herefordshire Council, JMP, Safer Roads Partnership and the Enterprise Zone were present to offer advice and listen to suggestions.
- 3.3.3 The flyer for the event is attached as Appendix F, and photographs of the event are shown below.



Photograph 12: Drop-in day the Business Solutions Centre



Photograph 13: Drop-in day the Business Solutions Centre

3.4 DISPLAY EXHIBITIONS

3.4.1

There was an information display at Tesco Superstore, Belmont and Hereford Leisure Pool between the 29th September and the end of the consultation on the 25th October, which had project team representation on 11th, 18th, and 25th October to answer queries and take any feedback. The public consultation brochures and questionnaires were available at the display exhibitions.

4 DATA

4.1 QUESTIONNAIRES

4.1.1 It was agreed with Herefordshire Council to accept returns of items to the Freepost address up to the 3rd November 2016 to allow for postal delays; however, no surveys were delivered after the 27th October 2016. The online survey was closed and the final results collected on the 31st October 2016.

4.1.2 A total of 336 questionnaires had been fully completed both online and on paper, with an additional 22 partially completed online.

4.1.3 320 sets of data from the postcodes provided in the questionnaire responses were plotted using GIS. This showed that 188 of the responses came from the South Wye area, with responses from the 2011 Census Wards as follows:

- 77 from St Martins and Hinton;
- 61 from Belmont;
- 24 from Hollingdon;
- 17 from Stoney Street; and
- 9 from Valletts;

4.1.4 132 responses came from outside the South Wye area, with 78 from north of the county, and 13 from outside of Herefordshire. The geographical spread of responses in the vicinity of the study area is shown in Appendix G.

4.2 COMMUNITY VIEWS

4.2.1 During the exhibitions, there were 24 comments and/or requests for information, 12 of these required responses, which were dealt with in the weeks following the exhibitions. The remaining 12 were comments or suggestions left by anonymous members of the public.

4.2.2 There were two written letters of representation received following the public exhibitions during the consultation period, as well as one Facebook message. Three emails were received, including one from Hereford Transport Alliance and another from Here for Hereford, a local residents group who requested their response be published. These have been included in Appendix H.

4.3 PETITIONS

4.3.1 A 171-name petition in support of a light tram system for Hereford was received by Cllr Phillip Price, Cabinet Member Infrastructure, at Council on 30th September 2016. An additional 70 signatures were received from Hereford Transport Alliance on the 21st October 2016.

4.3.2 The 203 postcodes provided in the petition were plotted using GIS. This showed that 110 of the signatories came from within the Hereford city area, 50 from suburban or satellite settlement addresses, 33 from elsewhere in Herefordshire, and 10 from out of the county. 37 signatories provided an incomplete address; however, from the information provided it is likely that 24 live within the city area, 3 live in the suburbs of Hereford, 9 live in Herefordshire, and 1 lives outside of the county. The geographical spread of the signatories in the vicinity of the study area is shown in Appendix I.

5 ANALYSIS

5.1 QUESTIONNAIRES

5.1.1 The following section provides a summary of the 336 questionnaires received in response to the consultation. Further detail for each question is provided in Appendix J.

QUESTION 1: ABOUT THE RESPONDENTS

5.1.2 This question gave people the opportunity to identify their interest in the study, for instance if they live or work in the area. There were a number of choices and respondents were asked to tick all that applied. The responses are shown in Figure 1, with the % given is as a proportion of the responses received.

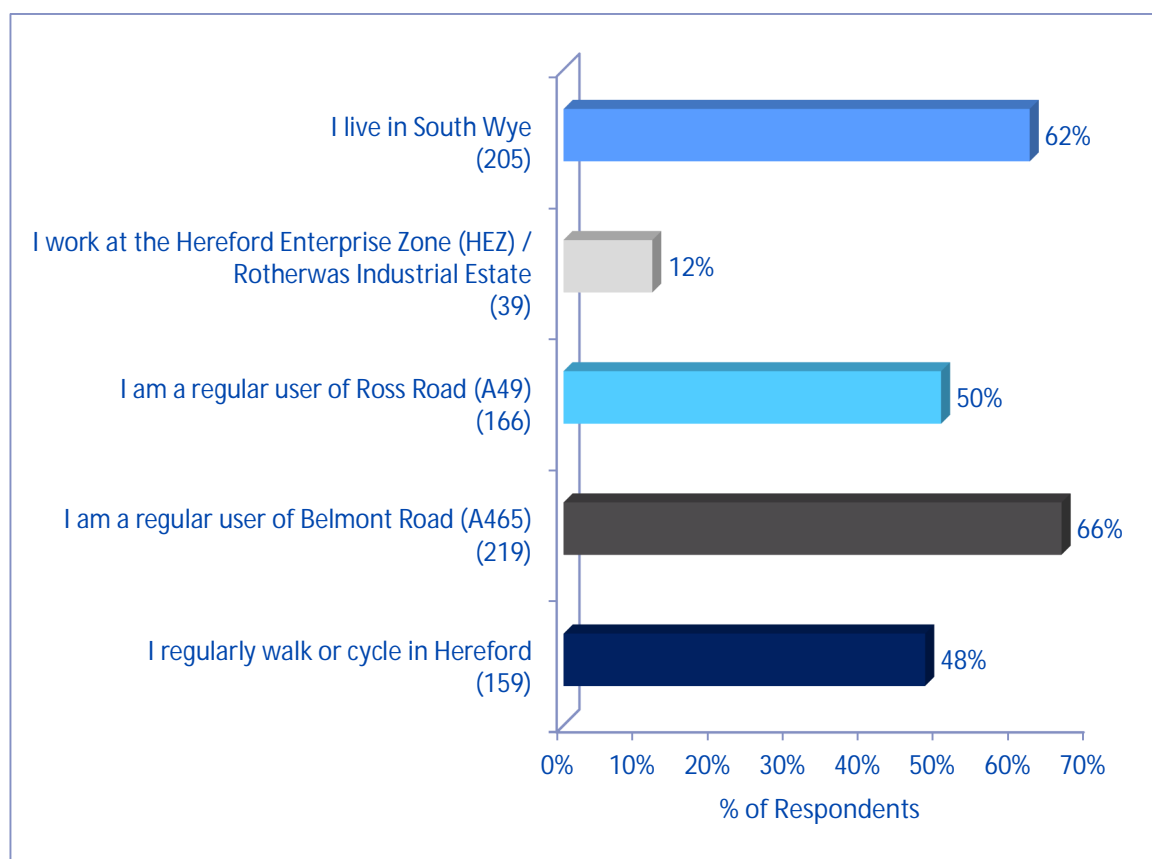


Figure 1: About the Respondents

5.1.3 The majority of the respondents classified themselves as a regular user of the A465 (219 respondents), with a similar number stating that they live in South Wye (205 respondents). A large proportion of the remaining responses showed that respondents were a regular user of the A49 (166 respondents) and regularly walk or cycle in Hereford (159 respondents). 39 respondents work at the HEZ / Rotherwas Industrial Estate.

QUESTION 2: SWTP OBJECTIVES

- 5.1.4 In this question, respondents were asked to rank the SWTP objectives in order of importance to them (with 1 being the most important and 6 being the least important). The objectives were ranked in order of responses received as shown in Table 2.

Table 2: SWTP Objectives - Ranked

OBJECTIVE	OVERALL RANK	TOTAL SCORE ¹
Reduce congestion and delay	1	1,721
Reduce accidents	2	1,134
Reduce the growth in emissions	3	1,109
Enable access to developments such as the HEZ	4	913
Encourage physical activity	5	886
Reduce traffic noise	6	831

¹ Score is a weighted calculation. Items ranked first are valued higher than the following ranks, the score is a sum of all weighted rank counts.

- 5.1.5 The results have been given a score using a weighted calculation. This shows that reducing congestion and delay is the most important objective to the respondents. Reducing accidents and reducing the growth in emissions received a similar score for the respondents' second and third most important objective.
- 5.1.6 The responses are illustrated in Figure 2, which shows the SWTP objectives according to number of responses for each rank given. It can be seen that reducing congestion and delay received a very large number of respondents ranking it number 1, with 230 respondents putting it first. Conversely, the objectives encourage physical activity and enable access to developments such as the HEZ have a large number of respondents placing them sixth on this list of importance to them.

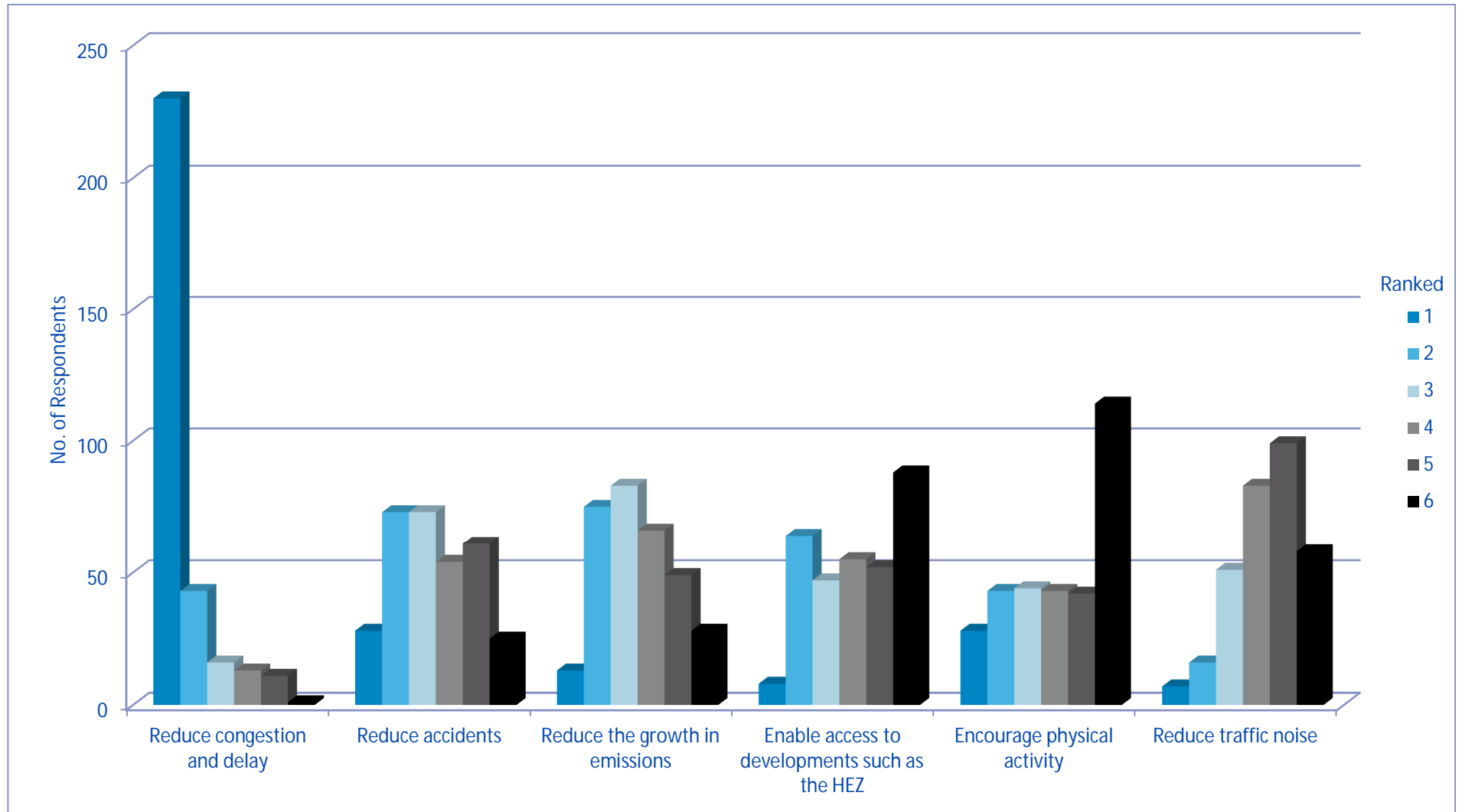


Figure 2: SWTP Objectives

QUESTION 3: THE POSSIBLE IMPROVEMENTS SCORES

5.1.7

Respondents were asked to score their level of support for each of the possible improvements between 1 (strongly oppose) to 5 (strongly support). The results are summarised in Table 3, and are illustrated in Figure 3.

Table 3: Possible Improvements - Scored

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

5.1.8

Key Findings:

- All possible improvements had more support than opposition
- Strongest support was for 20 mph residential areas, followed by the Belmont Road walking and cycling improvements and the Belmont Road (West) walking and cycling improvements
- Strongest opposition was for Belmont Road bus priority measures followed by Walnut Tree Avenue / Hunderton Road traffic reduction

5.1.9

The results have been ranked using the same weighted calculation used in Question 2 to score each of the possible improvements. This shows that the 20 mph residential areas is the most supported, and the Belmont Road bus priority measures is the least supported.

5.1.10

Spatial analysis has been undertaken at a high level to show the level of support for each improvement according to the postcode of the respondents to determine if there is any bias in the results. The distribution of responses can be seen in Appendix K, and the key findings are summarised in Table 4.

Table 4: Spatial Analysis of Question 3

POSSIBLE IMPROVEMENT	OPPOSITION	SUPPORT
(1) 20 mph residential areas	→ Low-levels of strong opposition evenly distributed	→ High-levels of strong support evenly distributed
(2) Belmont Road bus priority measures	→ Some strong opposition in vicinity of possible bus corridor on Belmont Road → Remaining opposition evenly distributed	→ Generally strong support in Hereford City Centre → Remaining support evenly distributed
(3) Belmont Road walking and cycling improvements	→ Strong opposition in Grafton area → Remaining opposition evenly distributed	→ Strong support north of Belmont Road → Strong support in City Centre → Remaining support evenly distributed
(4) Belmont Road weight restriction	→ Strong opposition outside built up area → Remaining opposition evenly distributed	→ Strong support along Belmont Road (east) → Remaining support evenly distributed
(5) Belmont Road (West) walking and cycling improvements	→ Low-levels of strong opposition evenly distributed across South Wye	→ Strong support in vicinity of Belmont Road (west) → Strong support north of the River Wye → Generally strong support in Belmont
(6) Better walking and cycling routes to Hereford Enterprise Zone	→ Low-levels of strong opposition evenly distributed	→ Generally supportive in Belmont → Strong support north of the River Wye
(7) Hoarwithy Road and Hinton Road walking and cycling links	→ Some strong opposition in residential areas north and south of Holme Lacy Road → Strong opposition in Grafton → Some opposition in Newton Farm	→ Strong support north of the River Wye → Within South Wye, supporters seem to be distributed evenly
(8) Holme Lacy Road—further walking and cycling improvements	→ Some strong opposition in residential areas north and south of Holme Lacy Road → Strong opposition in Grafton → Some opposition in Newton Farm	→ Strong support north of the River Wye → Within South Wye, supporters seem to be distributed evenly
(9) Walnut Tree Avenue / Hunderton Road traffic reduction	→ Strong opposition in the vicinity of Hunderton Road → Strong opposition in Putson → Remaining opposition evenly distributed	→ Some strong support in the vicinity of Walnut Tree Avenue → Generally supportive in Newton Farm

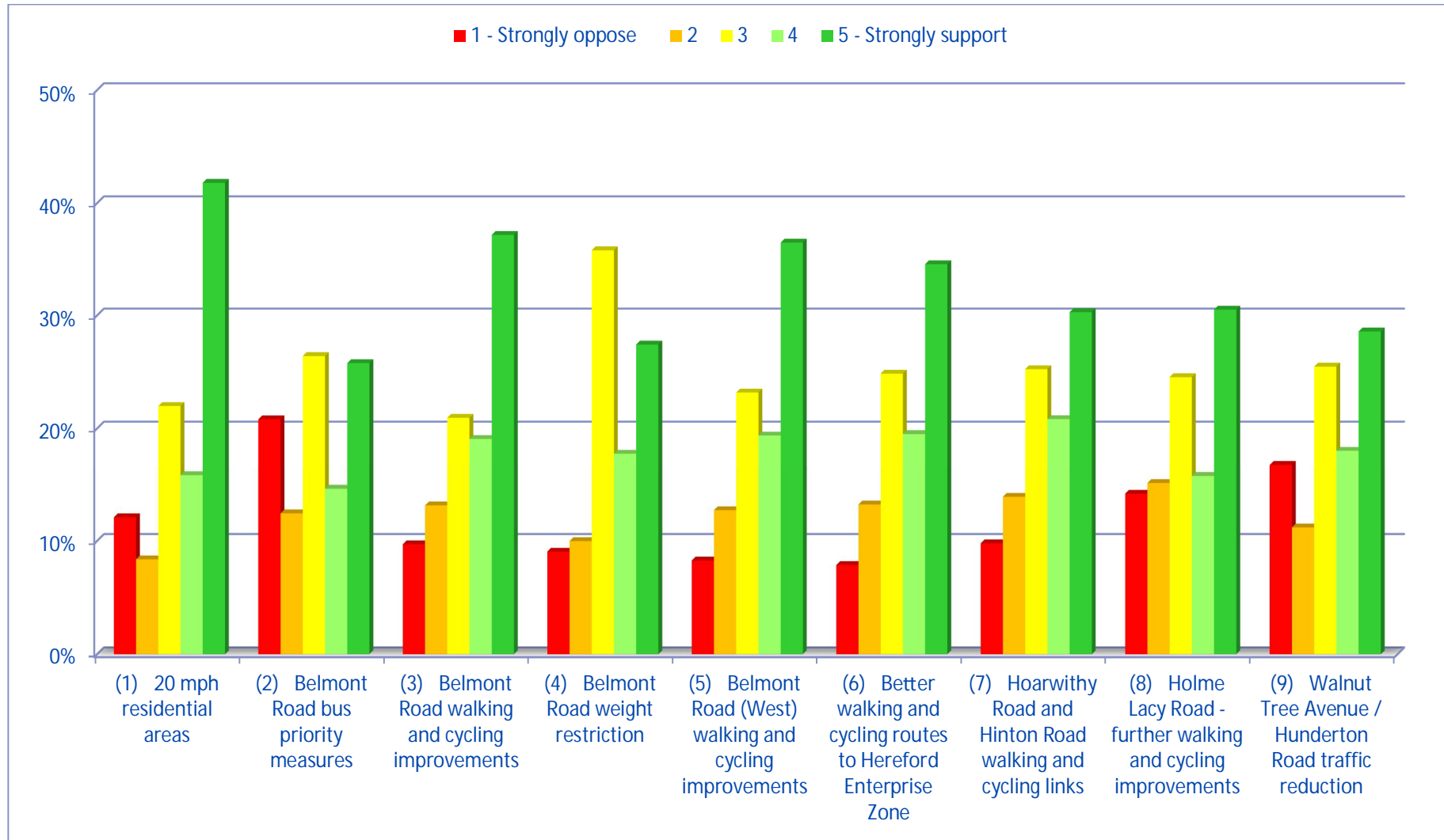


Figure 3: Support for Possible Improvements

QUESTION 4: THE POSSIBLE IMPROVEMENTS COMMENTS

- 5.1.11 Respondents were given space to make comments on the improvements that are of specific interest to them. 215 people added further comments.
- 5.1.12 Of these comments, 16 respondents were opposed to or had a lack of confidence in all of the possible improvements, with the general opinion that they would not overcome the transport problems within the South Wye area of Hereford. 2 respondents were in support of all improvements; appreciating the benefits that each would bring to South Wye. Many more respondents were in support of the walking and cycling improvements and traffic calming.
- 5.1.13 The responses have been grouped according to each of the possible improvements below for ease of interpretation. Table 5 identifies how many respondents were in support of and opposed to each of the improvements, and summarises the common themes that were raised.

Table 5: Comments on the Possible Improvements

TOTAL COMMENTS	POSSIBLE IMPROVEMENT	IN SUPPORT	OPPOSED
42	(1) 20 MPH RESIDENTIAL AREAS	36 <ul style="list-style-type: none"> → Improve safety → Encourage walking and cycling → Reduce noise levels → Reduce pollution → Deters rat running 	6 <ul style="list-style-type: none"> → Not required → Have little effect on the congestion problems within Hereford
62	(2) BELMONT ROAD BUS PRIORITY MEASURES	36 <ul style="list-style-type: none"> → Public transport should be a priority → Enable buses within the city to be more punctual and dependable → Encourage people to use the bus rather than cars → Enable those who cannot walk or cycle, and do not have access to a car, to travel within Hereford 	27 <ul style="list-style-type: none"> → Concerned about removal of parking → Buses too infrequent to justify → The road space better used as two lanes for private vehicles → Current design does not do enough - needs to be longer, or on a different section of Belmont Road
89	(3) BELMONT ROAD WALKING AND CYCLING IMPROVEMENTS	71 <ul style="list-style-type: none"> → Encourage walking and cycling → Help reduce car usage and dependency 	18 <ul style="list-style-type: none"> → Cycle lanes unnecessary → Shared use paths cause conflict with pedestrians → Cynical that cyclists would use new infrastructure → Not enough space so traffic would still exist
34	(4) BELMONT ROAD WEIGHT RESTRICTION	27 <ul style="list-style-type: none"> → Reduced number of HGVs travelling along Belmont Road → Improved environment → Improved safety → Reduced noise → Encourage walking and cycling → Improve congestion 	7 <ul style="list-style-type: none"> → Increase the number of HGVs on the A49 → Impact businesses that need to access Hereford

TOTAL COMMENTS	POSSIBLE IMPROVEMENT		IN SUPPORT		OPPOSED
72	(5) BELMONT ROAD (WEST) WALKING AND CYCLING IMPROVEMENTS	64	<ul style="list-style-type: none"> → Encourage walking and cycling → Help reduce car usage and dependency → Support for cycle path to Ruckhall Lane and improved access to the NHS facilities at Belmont Abbey 	8	<ul style="list-style-type: none"> → Cycle lanes unnecessary → Existing lanes rarely used → Area has so few dwellings
69	(6) BETTER WALKING AND CYCLING ROUTES TO HEREFORD ENTERPRISE ZONE	61	<ul style="list-style-type: none"> → Encourage walking and cycling → Help reduce car usage and dependency → Respondents would like improved lighting along the traffic-free routes to encourage year round use 	8	<ul style="list-style-type: none"> → Existing cycle paths rarely used
72	(7) HOARWITHY ROAD AND HINTON ROAD WALKING AND CYCLING LINKS	63	<ul style="list-style-type: none"> → Encourage pedestrians and cyclists to use the quieter roads and avoid Ross Road and Holme Lacy Road 	9	<ul style="list-style-type: none"> → The improvements would only benefit a small minority of people → Have little effect on the congestion problems
75	(8) HOLME LACY ROAD— FURTHER WALKING AND CYCLING IMPROVEMENTS	60	<ul style="list-style-type: none"> → Encourage walking and cycling → Like the improved crossing on Ross Road (A49) → One respondent strongly supporting the single lane working to provide a continuation of cycleway under the bridge 	15	<ul style="list-style-type: none"> → Recent improvements were poorly designed and are not well used → One concern that Watery Lane will be used as a rat run with single lane working at bridge → Concern single lane working will cause queues of traffic along Holme Lacy Road
28	(9) WALNUT TREE AVENUE / HUNDERTON ROAD TRAFFIC REDUCTION	15	<ul style="list-style-type: none"> → 6 respondents want WTA restrictions - referring to it as a dangerous rat run, making the road unsafe and unsuitable for walking and cycling at present → No respondents were specifically in favour of the Hunderton Road traffic reduction 	13	<ul style="list-style-type: none"> → Closing WTA might encourage other rat runs, or increase congestion on the ASDA roundabout → 2 of these respondents were opposed to the traffic reduction on Hunderton Road. A resident stating that the quiet area is free from traffic, so closure is not necessary

QUESTION 5: OTHER ACTIVE TRAVEL IMPROVEMENTS

5.1.14

This open-ended question asked respondents if there are any other active travel improvements in the South Wye area they would like to see. They were given space within the survey, and asked to continue on a separate sheet of paper if required. There were 210 responses that covered a wide range of issues. These have been grouped or classified for ease of interpretation, with the common issues raised identified in Table 6.

Table 6: Suggestions for other Improvements

TOTAL	TOPIC AREA	ISSUES
55	Support for improvements to bus services	<ul style="list-style-type: none"> → More subsidies and reduced fares → Increased frequency → More reliability → Additional infrastructure (e.g. shelters) → Additional routes → More morning and evening services → Further rural services → School bus services
46	Additional active travel provision	<ul style="list-style-type: none"> → Additional dedicated cycle lanes segregated from pedestrians → More pedestrian crossings → Cycle storage → Improvements to the A49 → Better lighting → Maintenance of existing infrastructure
34	Support for a bypass	<ul style="list-style-type: none"> → Should be a priority → Connections to businesses → For better access around city → Remove traffic from city centre → A further river crossing → Two would prefer the bypass to go to the east of the city
23	Support for a tram	<ul style="list-style-type: none"> → Removes people from road → Improved public transport system → Low emissions → Use of Great Western Way → Additional 241 signature petition in support of tram considered in Section 5.3
19	Support for traffic enforcement and calming measures	<ul style="list-style-type: none"> → Speeding - support for traffic calming measures → Enforcement needed for speed restrictions → Cars parking by junctions on side roads → Cars parking on drop kerbs and pavements → Cars running red lights → Support for more parking restrictions around local schools

TOTAL	TOPIC AREA	ISSUES
18	Support for changes to Great Western Way (GWW)	<ul style="list-style-type: none"> → Tramway option → Buses to use route → Reinstating railway line → Improve existing infrastructure to encourage use by pedestrians and cyclists
16	Support for a Park and Ride scheme	<ul style="list-style-type: none"> → From outskirts of town → Park and cycle → Subsidised scheme
14	Support for additional bridges	<ul style="list-style-type: none"> → To avoid traffic through city → Bridge at Rotherwas for industries
7	Support for increased maintenance	<ul style="list-style-type: none"> → Repair potholes → Reduce flooding → Clean litter → Cut vegetation
7	Support for changes to the ASDA roundabout	<ul style="list-style-type: none"> → Remove the traffic lights → Operate part-time signals → Redesign the junction → Remove the merge onto Belmont Road
7	Concerns for a weight restriction and HGV ban	<ul style="list-style-type: none"> → Improve signage → Locate at Clehonger junction → Only implement after opening bypass → Ban HGVs between 7am and 6pm → Ban HGVs through city altogether
5	Traffic lights	<ul style="list-style-type: none"> → Remove traffic lights → Adjust signal times → Holme Lacy Road and A49 junction needs improving
5	Support for improvements to the A49 (Ross Road),	<ul style="list-style-type: none"> → Crossing points → Cycle provision → Safer cycling routes
3	Parking on Belmont Road	<ul style="list-style-type: none"> → Concern for where residents will park
3	Support for removing traffic on Hinton Road	<ul style="list-style-type: none"> → Rat running a problem
3	Support The Oval and Goodrich Grove as one-way	<ul style="list-style-type: none"> → Rat running a problem
2	Improvements to other areas	<ul style="list-style-type: none"> → Critical that focus is on South Wye area

QUESTION 6: EXHIBITION ATTENDANCE

- 5.1.15 Respondents were asked whether they attended an exhibition venue, or if they intended to. If respondents answered yes to this question, they were directed to Question 7, and if no they were directed to Question 9.
- 5.1.16 The responses to the question are shown below.

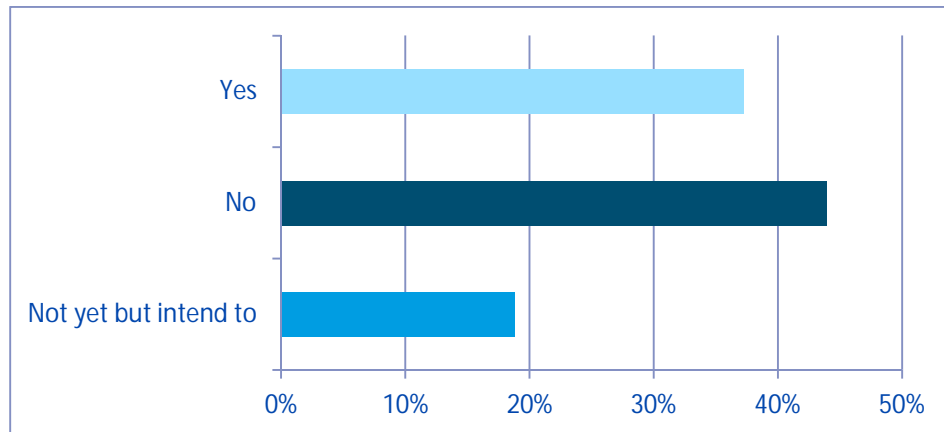


Figure 4: Exhibition Attendance

QUESTION 7: EXHIBITION PROVISION

- 5.1.17 This question related to the provision of the exhibitions. Figure 5 provides a summary of the results, as a percentage of the responses to each part of the question.

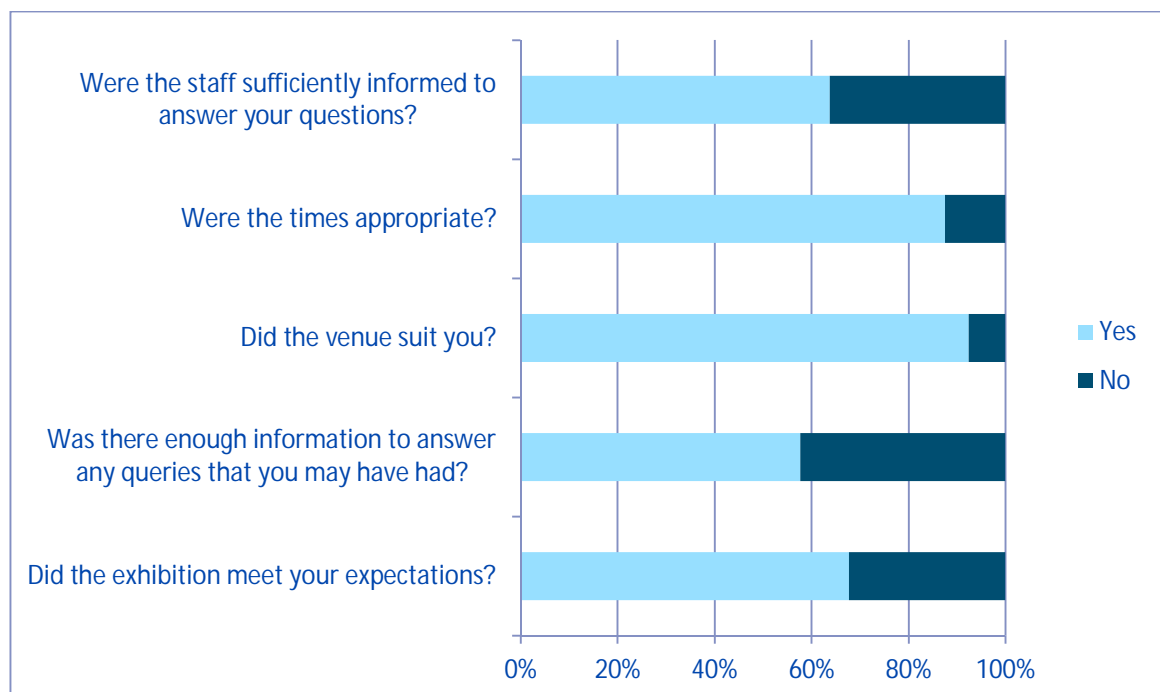


Figure 5: Exhibition Provision

QUESTION 8: EXHIBITION PROMOTION

5.1.18 The responses to the question “How did you hear about this exhibition?” are shown in Table 7.

Table 7: Exhibition Promotion

Local poster / flyer	20%
Social media	29%
Newspaper advert	24%
Local radio	11%
Word of mouth	28%
Other (please specify)	21%

5.1.19 There were 36 written responses to the ‘Other’ option. 35% had obtained brochures from local deposit locations, 26% stated that they were notified by their local MP or Councillor, 26% were notified by either media, the internet, or via email, and 9% had been passing the venue at the time of the exhibition.

QUESTION 9: AGE OF RESPONDENTS

5.1.20 The respondents were asked a series of demographic questions. Question 9 asked them which age group they belong to. The results are shown in Figure 6.

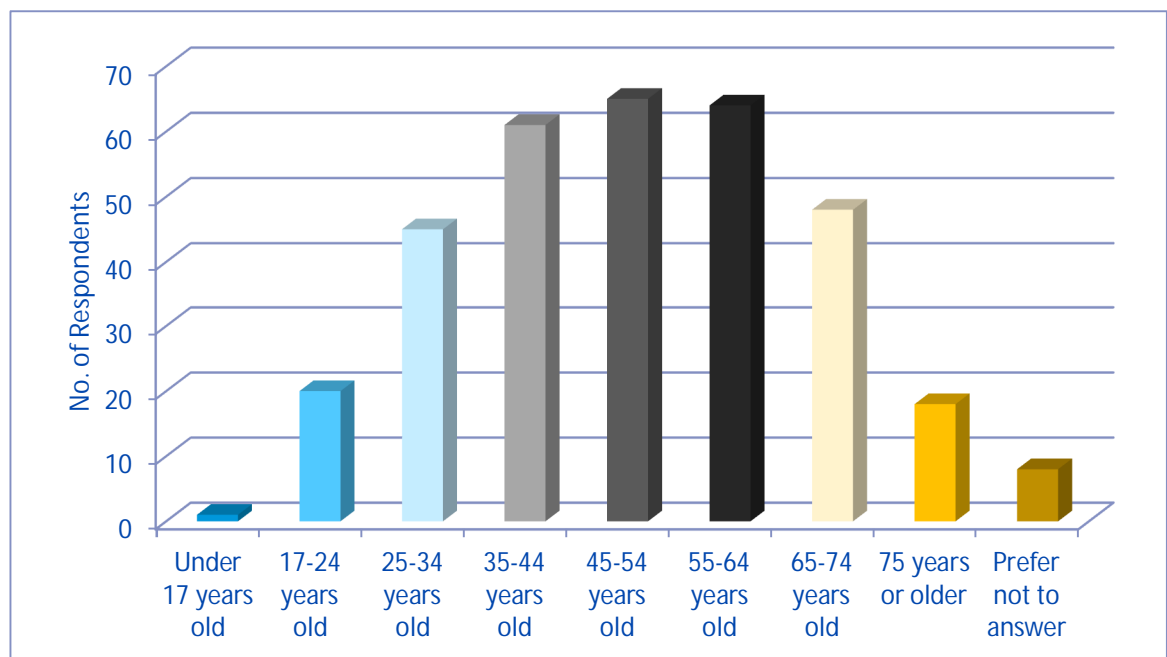


Figure 6: Age of Respondents

QUESTION 10: GENDER OF RESPONDENTS

5.1.21 Question 10 asked the respondents what their gender is. The results are shown in Figure 7.

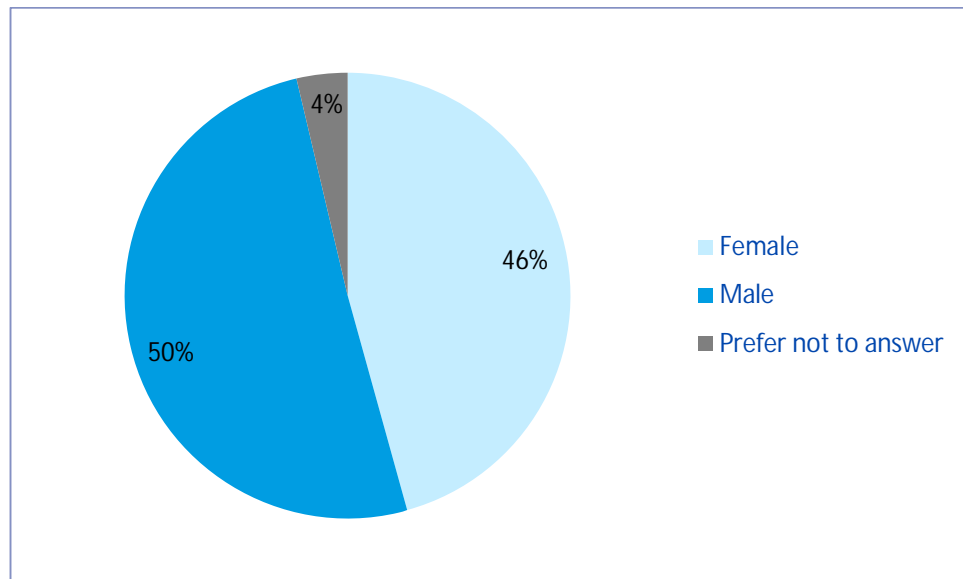


Figure 7: Gender of Respondents

QUESTION 11: RESPONDENTS AND DISABILITY

5.1.22 Question 11 asked if the respondents consider themselves to have a disability. The results are shown in Figure 8.

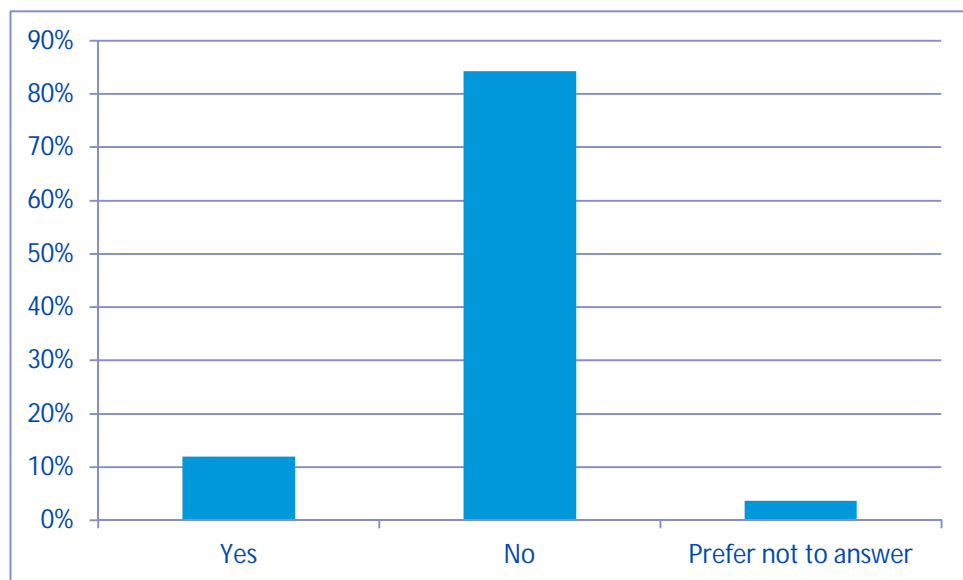


Figure 8: Respondents and Disability

5.2 COMMUNITY VIEWS

5.2.1 Further to the feedback received from the questionnaires, 30 additional community views have been reviewed as part of this consultation. Comments have been collated from the 24 feedback sheets left at the exhibitions, two written letters, three emails, and one Facebook message received from local residents and groups during the consultation period. These submissions have been considered and are held on file, with summaries provided below.

Feedback left at the Exhibitions

5.2.2 With regards to the possible improvements being consulted on and the exhibition, the comments were as follows:

- The Hunderton Road Bridge currently works well so there is no need to change it
- Beatty Avenue is not considered to be a rat run
- On street parking will be affected by Belmont Road bus priority measures
- Will compulsory purchase be required on Belmont Road?
- Praise for the 20mph residential areas scheme
- The council should extend the 20mph for the whole residential area of the city
- The single lane working should be restricted to buses and emergency vehicles only as this would allow walkers and cyclists and reduce traffic on Holme Lacy Road (HLR)
- The single lane working will cause more congestion and traffic issues as it already takes an hour to get into town, and journeys times are highly variable
- The schemes disproportionately affect people past retirement age and disabled people
- Potential conflicts between cyclists and pedestrians may increase risk of injury to people who may not be able to recover
- What is being provided for elderly local residents who are unable to walk and cycle, and require motorised transport to get around the city?
- There should be plans to enhance the walking and cycling provision between Holme Lacy village and Hereford Enterprise Zone and the city centre, with the college and Warners Hotel potentially encouraging cycling
- The importance of taking account of disabled travellers
- The consultation brochure was not comprehensive enough to answer the questionnaire in an informed manner
- The staff were 'super and very informative'

5.2.3 Some comments were made about the wider South Wye Transport Package and the SLR:

- Cycle Route 46, which currently runs on Grafton Lane, will require a diversion along Merryhill Lane and Haywood Lane following the construction of the SLR
- Additional measures may be required to assist/protect/sign cyclists due to fast vehicles on this route
- How can rat-running along the route be addressed, even after the SLR is built?
- The money for the SWTP should not be spent on the SLR, as there could be a more radical public transport solution, such as the GWW tram instead
- The budget will be swallowed by the SLR, leaving the Active Travel measures without the necessary funds

5.2.4 Other comments and questions were left regarding the recent improvements to Holme Lacy Road:

- There is an issue with parking on the widened footway/cycleway
- There are no drop kerbs at the Co-operative
- The new shared use footways to be dangerous, having observed conflict between cyclists and pedestrians
- A lay-by for buses outside the Tesco Express on HLR should be considered
- Cyclists should be removed from the mini roundabout
- There is poor visibility at the HLR and Putson Avenue junction
- Who commissioned the scheme as feel 'tremendous disruption' since its opening

5.2.5 Four residents reported various maintenance problems:

- A defect in the footpath by the Swimming Pool overflow car park
- Missing road signs for cycle usage at Victoria Bridge
- Potholes and poor surface conditions on Hampton Park Road
- The pedestrian entry gate to St James' park was dangerous
- Bricks are falling from the A49 Bridge
- College Road / Railway bridge should become traffic signalled as per Roman Road

Written Feedback

5.2.6 Emails received from Hereford Transport Alliance and Here for Hereford have been included in Appendix H and are summarised below.

5.2.7 **Herefordshire Transport Alliance** (HTA) has provided general comments on the consultation. Their first point raised regards timing, in that they think the active travel improvements should be undertaken immediately 'to benefit from the high return on investment of active travel initiatives', and in any case should not be delivered after the SLR. They quote the *Claiming the Health Dividend* report commissioned by the DfT (Nov 2014) and state that the 20mph speed limits and walking and cycling improvements on Hinton Road and Holme Lacy do not have to await opening of the SLR.

5.2.8 HTA's second point outlines that traffic congestion in Hereford reduces considerably outside school term, and proposals should be put forward to address the school run. Their third point raises integration with public transport, recognising that a majority of the population will not want to or be able to walk or cycle so Hereford needs better bus provision. Points 4 and 5 propose a light tram system for Hereford along the GWW, with improved walking and cycling provision.

5.2.9 Point 6 answers Question 4 in the Questionnaire; what do you like about the proposed improvements? HTA strongly supports the 20mph in residential areas, with a meaningful level of enforcement. They question the extent of the Belmont Road bus priority measures, as it does not address queuing between Tesco and Walnut Tree Avenue. With regards to Holme Lacy Road, they would prefer the money allocated to the SLR to be used to widen the railway bridge rather than implement a single lane working, and were critical of the recent improvements.

- 5.2.10 The email response from **Here for Hereford**, a local residents group, requests that the Sustainable Transport Package (now referred to as Active Travel Measures) be delivered 'now' and before building the SLR. They list the drawbacks if they are not implemented first:
1. Walnut Tree Avenue will still be used as a cut-through in place of the SLR
 2. The Belmont Road will still not have a bus lane
 3. The weight restriction on the Belmont Road will not be in place
 4. The 20 mph in selected residential areas will not be in force
 5. The various proposed walking and cycling improvements will not be in place
- 5.2.11 Here for Hereford think the ATMs will build on the Destination Hereford project, increasing walking and cycling and public transport trips whilst reducing car-based trips, as well as realise the Vision of the Local Transport Plan. They reference the petition for the light tram system.
- 5.2.12 They request that the council "access the functionality of any proposed ATM's to make sure they are 'simple and sweet'", and learn from the lessons of the current Holme Lacy Road scheme, such as:
- The road has been narrowed to make excessively wide cycle lanes
 - White paint and stop lines for cyclists, pedestrians and traffic proliferate at all angles
 - There is no bus bay and the bus shelter is isolated on tarmac about 3m from the road
 - There are too many traffic light pedestrian crossings, unnecessarily close together
- 5.2.13 The third email was received from a resident who wanted to understand if the Belmont Road bus priority measures would affect their ability to park outside their property.
- 5.2.14 The Facebook message outlined the respondent's support for most of the possible improvements, but stated 'it's a shame that cyclists and pedestrians won't have priority at side junctions though'. If the designs could be amended so that the give-way lines at junctions were a metre back, cyclists and pedestrians would be given priority at each side junction.
- 5.2.15 One letter expresses concern over shared use foot/cyclepaths and the conflict they pose between pedestrians and cyclists. They are concerned that inconsiderate cyclists, who do not use their bells and lights correctly, listen to music whilst cycling and travel very fast will cause an accident. They feel that the law is not enforced, with cycles on pedestrian only paths.
- 5.2.16 A further response expressed concerns of the improvements to Belmont Road (A465). A suggestion has been put forward that the road space on the sides of the A465 between Tesco Roundabout and the GWW bridge be allocated into a filter system. This would mean that vehicles requiring access to McDonalds, the Three Counties Hotel, the post office and shops, and the housing estate, do not have to queue with the main line of traffic heading into the city centre.

5.3 PETITIONS

5.3.1 A 241-name petition in support of a light tram system for Hereford was received during the consultation period. The petition states that:

“Kinetic energy lightweight trams have been shown to be commercially viable, and could help manage travel into and around Hereford City, reducing congestion and journey times. We urge the Council to implement a full assessment of such a scheme for Hereford before further work is progressed on the South Wye Transport Package, including the Southern Link Road. Rail & Bus for Hereford have published a proposal for a tram using the Great Western Way: this should be part of the assessment.”

5.3.2 The geographical spread of the signatories has also been considered, and is included in Appendix I. Although some addresses were incomplete, the information could determine a likely address for all but 1 signatory. This has been summarised in Table 8.

Table 8: Petition Signatories

LOCATION	KNOWN POSTCODE	INCOMPLETE ADDRESS
Within the Hereford city area	110	+24 incomplete but likely addresses
Suburban / satellite settlement addresses	50	+3 incomplete but likely addresses
Elsewhere in Herefordshire	33	+9 incomplete but likely addresses
Elsewhere in the Country	10	+1 incomplete but likely addresses

5.3.3 The petition also includes the results from a poll taken by Hereford Times on the 21st September 2016, with 72% of people wanting a tram system in Hereford city centre, 24% of people saying they would continue to use other methods of transport, and 5% unsure.

6 CONCLUSIONS

6.1 EFFECTIVENESS OF CONSULTATION

- 6.1.1 The total attendance at the exhibitions and the preview evening was 185 people, with 336 questionnaire responses. 307 of the responses came from within the County of Herefordshire, 77 from St Martins and Hinton and 61 from Belmont.
- 6.1.2 The consultation has followed the principles of the guidance outlined in WebTAG and has been successful in terms of the local coverage and attendance. The promotion used before and during the consultation was effective, including the use of Social Media, and the venues and timings of the exhibitions were suitable. The final exhibition at The Kindle Centre was particularly well attended, and the other venues were chosen to achieve a geographical spread, including somewhere with proximity to the HEZ.
- 6.1.3 During the exhibitions, there were 24 comments and/or requests for information. Following the public exhibitions, there were 2 written letters of representation, 1 Facebook message, and 3 emails. Furthermore, there was a 241 signature petition received in support of a light tram system for Hereford.

6.2 SUMMARY OF RESULTS

- 6.2.1 The questionnaire responses showed that the majority of the public interested in the consultation live in South Wye or are regular users of the A465, and reducing congestion and delay is the most important SWTP objective to the respondents.
- 6.2.2 The consultation findings were summarised in Table 3 (page 20) of this report. This table is reproduced below in rank order:

Table 9: Possible Improvements - Ranked

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%

POSSIBLE IMPROVEMENT	RANK	1 - STRONGLY OPPOSE	2	3	4	5 - STRONGLY SUPPORT
(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%

6.3 TAKING THE CONSULTATION FINDINGS FORWARD

6.3.1

The consultation findings will inform the technical appraisal of the proposed improvements. This will help develop an Options Refinement Report and enable a preferred package of improvements to be developed to accompany the Southern Link Road as part of the South Wye Transport package (SWTP). These will be taken forward to the detailed design stage and will also form part of the full Business Case to secure funding for the SWTP.

	QUESTION	ALL	COMMENTS
1	a) I live in South Wye (205)	62%	331 people answered Question 1. % given is as a proportion of the responses received.
	b) I work at the Hereford Enterprise Zone (HEZ) / Rotherwas Industrial Estate (39)	12%	
	c) I am a regular user of Ross Road (A49) (166)	50%	
	d) I am a regular user of Belmont Road (A465) (219)	66%	
	e) I regularly walk or cycle in Hereford (159)	48%	
	Tick those boxes that apply to you:		

	QUESTION	TOTAL SCORE	OVERALL RANK	COMMENTS
2	a) Reduce congestion and delay	1,721	1	341 people answered Question 2. The score is a weighted calculation. Items ranked first are valued higher than the following ranks. The score is a sum of all weighted rank counts.
	b) Reduce accidents	1,134	2	
	c) Reduce the growth in emissions	1,109	3	
	d) Enable access to developments such as the HEZ	913	4	
	e) Encourage physical activity	886	5	
	f) Reduce traffic noise	831	6	
	Please put the following SWTP objectives in order of importance to you (1 being the most important and 6 being the least important)			

		QUESTION	1 - STRONGLY OPPOSE	2	3	4	5 - STRONGLY SUPPORT	COMMENTS
3	Please score your level of support for each of the possible improvements. Use the space in Question 4 below to make comments on improvements that are of specific interest to you.	(1) 20 mph residential areas (323)	12.1% (39)	8.4% (27)	22.0% (71)	15.8% (51)	41.8% (135)	328 people answered Question 3. % given is as a proportion of the responses received.
		(2) Belmont Road bus priority measures (322)	20.8% (67)	12.4% (40)	26.4% (85)	14.6% (47)	25.8% (83)	
		(3) Belmont Road walking and cycling improvements (320)	9.7% (31)	13.1% (42)	20.9% (67)	19.1% (61)	37.2% (119)	
		(4) Belmont Road weight restriction (321)	9.0% (29)	10.0% (32)	35.8% (115)	17.8% (57)	27.4% (88)	
		(5) Belmont Road (West) walking and cycling improvements (315)	8.3% (26)	12.7% (40)	23.2% (73)	19.4% (61)	36.5% (115)	
		(6) Better walking and cycling routes to Hereford Enterprise Zone (318)	7.9% (25)	13.2% (42)	24.8% (79)	19.5% (62)	34.6% (110)	
		(7) Hoarwithy Road and Hinton Road walking and cycling links (317)	9.8% (31)	13.9% (44)	25.2% (80)	20.8% (66)	30.3% (96)	
		(8) Holme Lacy Road—further walking and cycling improvements (318)	14.2% (45)	15.1% (48)	24.5% (78)	15.7% (50)	30.5% (97)	
		(9) Walnut Tree Avenue / Hunderton Road traffic reduction (322)	16.8% (54)	11.2% (36)	25.5% (82)	18.0% (58)	28.6% (92)	

	QUESTION	ALL	COMMENTS
4	What do you like about the proposed improvements listed in Question 3? (Please use the improvement reference number shown above when writing your comments)	64%	215 people added further comments. % given is as a proportion of all respondents.

	QUESTION	ALL	COMMENTS
5	Are there any other active travel improvements in the South Wye area you would like to see?	63%	210 people added further comments. % given is as a proportion of all respondents.

	QUESTION	ALL	COMMENTS
6	Have you attended a public exhibition?		330 people answered Question 6. % given is as a proportion of the responses received.
	Yes (123)	37%	
	No (145)	44%	
	Not yet but intend to (62)	19%	

	QUESTION		ALL	COMMENTS
7	a) Did the exhibition meet your expectations? (121)	Yes (82)	68%	123 people answered Question 7. % given is as a proportion of the responses received.
		No (39)	32%	
	b) Was there enough information to answer any queries that you may have had? (118)	Yes (68)	58%	
		No (50)	42%	
	c) Did the venue suit you? (119)	Yes (110)	92%	
		No (9)	8%	
	d) Were the times appropriate? (120)	Yes (105)	88%	
		No (15)	13%	
	e) Were the staff sufficiently informed to answer your questions? (116)	Yes (74)	64%	
		No (42)	36%	

	QUESTION	ALL	COMMENTS
8	How did you hear about the exhibition? (Tick all boxes that apply)	a) Local Poster / flyer (34)	20%
		b) Social Media (50)	29%
		c) Newspaper advert (41)	24%
		d) Local Radio (19)	11%
		e) Word of mouth (49)	28%
		f) Other. Please specify (36)	21%
			174 people answered Question 8. % given is as a proportion of the responses received.

	QUESTION	ALL	COMMENTS
9	Which age group do you belong to?	a) Under 17 years old (1)	0%
		b) 17-24 years old (20)	6%
		c) 25-34 years old (45)	14%
		d) 35-44 years old (61)	18%
		e) 45-54 years old (65)	20%
		f) 55-64 years old (64)	19%
		g) 65-74 years old (48)	15%
		h) 75 years or older (18)	5%
		i) Prefer not to answer (8)	2%
			330 people answered Question 9. % given is as a proportion of the responses received.

QUESTION		ALL	COMMENTS
10	What is your gender?	a) Male (165)	326 people answered Question 10. % given is as a proportion of the responses received.
		b) Female (145)	
		c) Prefer not to answer (12)	

QUESTION		ALL	COMMENTS
11	Do you consider yourself to have a disability?	a) Yes (39)	325 people answered Question 11. % given is as a proportion of the responses received.
		b) No (274)	
		c) Prefer not to answer (12)	

Appendix A

PUBLIC CONSULTATION BROCHURE

South Wye Transport Package

Active Travel Improvements Consultation

September 2016

Introduction

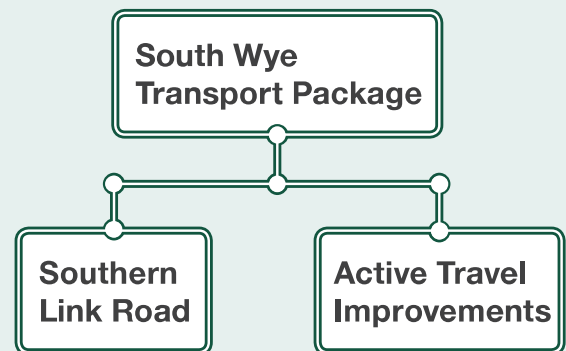
What is the South Wye Transport Package?

The South Wye Transport Package (SWTP) aims to promote economic growth within Hereford while tackling specific problems in the South Wye area. The aim is to promote economic development by unlocking the barriers to economic growth, including land at the Hereford Enterprise Zone (HEZ).

The SWTP objectives are to:

- Reduce congestion and delay
- Enable access to developments such as the HEZ
- Reduce the growth in emissions
- Reduce traffic noise
- Reduce accidents
- Encourage physical activity

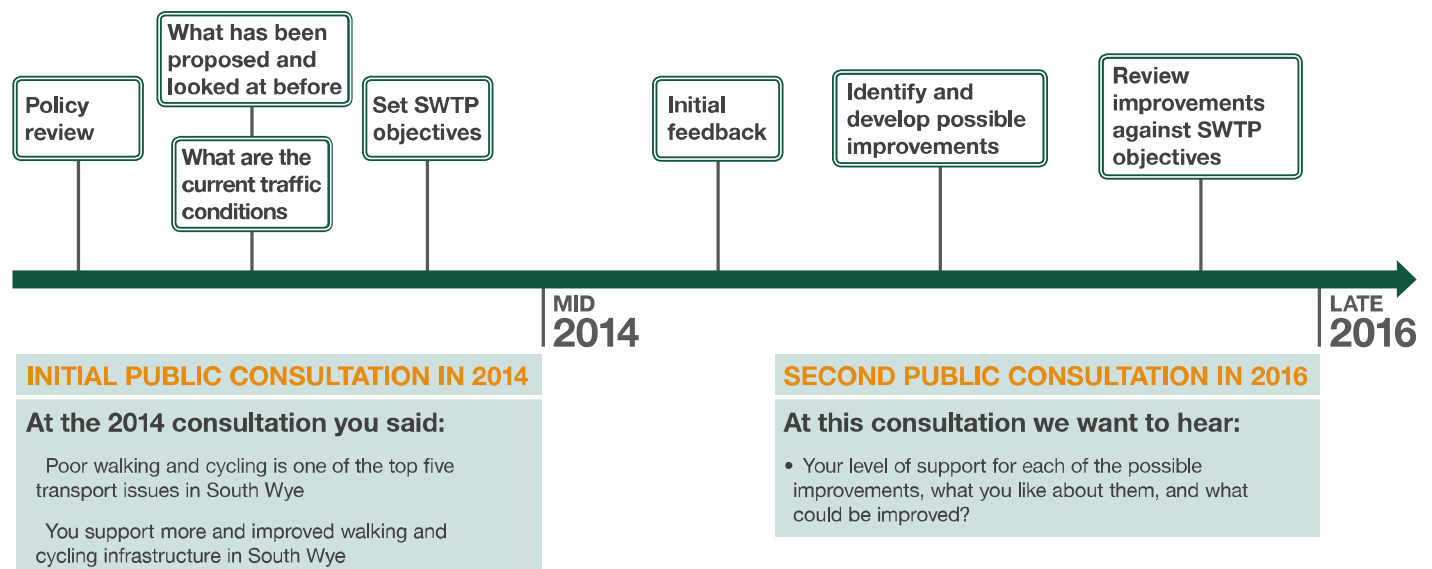
The South Wye Transport Package (SWTP) comprises:



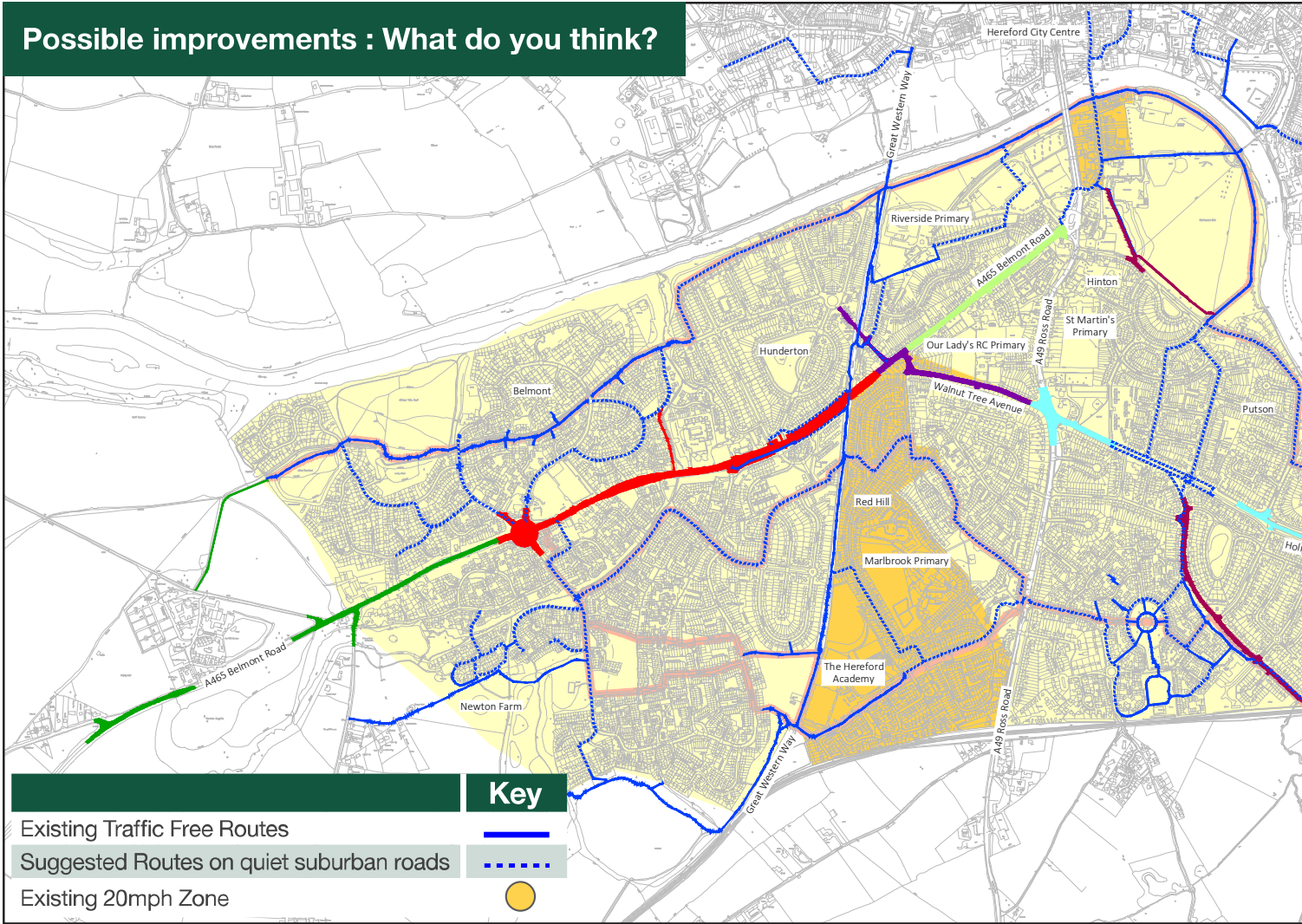
The Southern Link Road (SLR) has recently been granted planning permission and the delivery of the scheme continues.

Why are active travel improvements proposed?










Herefordshire Council is looking at ways to improve active travel (including walking and cycling) in South Wye, Hereford. This consultation is specifically seeking your views on a range of possible active travel improvements.

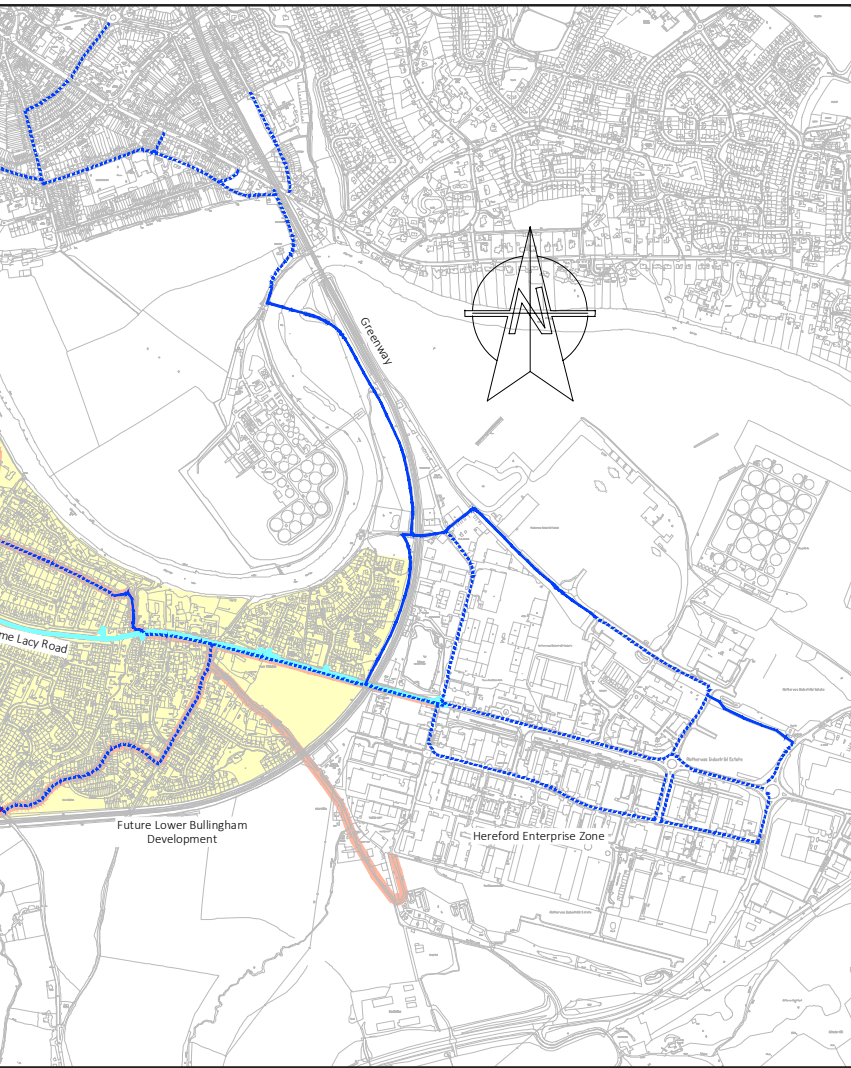


Possible improvements : What do you think?



How do the improvements support the SLR in meeting SWTP objectives?

Possible improvements and SWTP objectives	Reduce congestion and delay	Enable access to developments such as the HEZ	Reduce the growth in emissions	Reduce traffic noise	Reduce accidents	Encourage physical activity
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 	✓	✓	✓	✓	✓	✓



Example visualisations of the possible improvements



Belmont Road (West)



Better Routes to HEZ



20mph residential areas



Hoarwithy Road



Belmont Road Bus Priority Measures



Holme Lacy Road



Belmont Road – Tesco Roundabout



Walnut Tree Avenue

South Wye Active Travel Improvements

Public exhibition venues and times

If you would like more information on the possible improvements summarised in this leaflet please come along to one of the exhibitions and/ or visit the SWTP website www.herefordshire.gov.uk/south-wye-transport-package

Date	Venue	Time
Wednesday 14th September 2016	The Three Counties Hotel Belmont Road Hereford HR2 7BP	10am to 8pm
Wednesday 21st September 2016	Hereford Business Solutions Centre Skylon Court Coldnose Road Hereford HR2 6JL	10am to 8pm
Monday 26th September 2016	The Kindle Centre ASDA Supermarket Belmont Road Hereford HR2 7JE	10am to 8pm

All venues are fully accessible and have car and cycle parking

Online

Consultation information and the consultation questionnaire will be available online at:

www.herefordshire.gov.uk/south-wye-transport-package from Wednesday 14th September 2016.

Display exhibition

There will be an information display at Tesco Superstore, Abbotsmead Road, Belmont, from the 29th September until 12th October. The information will be displayed at Hereford Leisure Pool, St Martins Avenue, Hereford, from the 19th October until the consultation closes on **Tuesday 25th October 2016**.

What happens next?

Late 2016

- Public consultation
- Review of consultation feedback
- Council decides improvements to take further

2017 and onwards

- Preliminary design
- Further community consultation
- Detailed design and implementation



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www.twitter.com/hereford_2020

Alternative formats of this leaflet are available upon request.

Appendix B

POSTERS AND FLYERS

South Wye Transport Package

Have your say about improvements in South Wye, Hereford

Herefordshire Council is looking at ways to improve active travel in South Wye (including walking and cycling) as part of the South Wye Transport Package.

Attend one of the public exhibitions to find out more about the range of possible improvements and tell us what you think.

- Wednesday 14th September at The Three Counties Hotel, Belmont Road, Hereford, HR2 7BP.
- Wednesday 21st September at Hereford Business Solutions Centre, Skylon Court, Coldnose Road, Hereford, HR2 6JL.
- Monday 26th September at The Kindle Centre (next to Asda Supermarket), Belmont Road, Hereford, HR2 7JE.

All sessions will run between 10am and 8pm.

All venues are fully accessible and have car and cycle parking.

For further information and to complete an online questionnaire visit: <https://www.herefordshire.gov.uk/south-wye-transport-package> from Wednesday 14th September.

The consultation will close on Tuesday 25th October.

 **SouthWyeTP@balfourbeatty.com**

Appendix C

PUBLIC CONSULTATION QUESTIONNAIRE

South Wye Transport Package: Active Travel Improvements Consultation

QUESTIONNAIRE

We would like to know what you think about possible improvements for active travel (including walking and cycling) in South Wye, Hereford. Information on the improvements and their likely benefits can be found at the exhibitions and online at <https://www.herefordshire.gov.uk/south-wye-transport-package>. Please complete the questionnaire below by marking the relevant boxes.

This questionnaire is anonymous and only requires your postcode details.

Postcode:

We will only use this to check the geographical origin of responses

Question 1

Tick those boxes that apply to you:

- a) I live in South Wye
- b) I work at the Hereford Enterprise Zone (HEZ) / Rotherwas Industrial Estate
- c) I am a regular user of Ross Road (A49)
- d) I am a regular user of Belmont Road (A465)
- e) I regularly walk or cycle in Hereford

a)	
b)	
c)	
d)	
e)	

Question 2

Please rank the following SWTP objectives in order of importance to you (1 being the most important and 6 being the least important)

- a) Reduce congestion and delay
- b) Enable access to developments such as the HEZ
- c) Reduce the growth in emissions
- d) Reduce traffic noise
- e) Reduce accidents
- f) Encourage physical activity

a)	
b)	
c)	
d)	
e)	
f)	

Question 3

Please score your level of support for each of the possible improvements. Use the space in Question 4 to make comments on improvements that are of specific interest to you.

Improvement	Strongly oppose ←			→ Strongly support	
	1	2	3	4	5
(1) 20 mph residential areas	1	2	3	4	5
(2) Belmont Road bus priority measures	1	2	3	4	5
(3) Belmont Road walking and cycling improvements	1	2	3	4	5
(4) Belmont Road weight restriction	1	2	3	4	5
(5) Belmont Road (West) walking and cycling improvements	1	2	3	4	5
(6) Better walking and cycling routes to Hereford Enterprise Zone	1	2	3	4	5
(7) Hoarwithy Road and Hinton Road walking and cycling links	1	2	3	4	5
(8) Holme Lacy Road—further walking and cycling improvements	1	2	3	4	5
(9) Walnut Tree Avenue / Hunderton Road traffic reduction	1	2	3	4	5



Question 4

What do you like about the proposed improvements listed in Question 3? **(Please use the improvement reference number shown above when writing your comments and continue on a separate sheet of paper if required)**

.....

.....

.....

.....

.....

Question 5

Are there any other active travel improvements in the South Wye area you would like to see? **(Please continue on a separate sheet of paper if required)**

.....

.....

.....

.....

.....

Question 6

Have you attended a public exhibition?

Yes (go to Q. 7)	No (go to Q. 9)	Not yet but intend to

Question 7

- a) Did the exhibition meet your expectations?
- b) Was there enough information to answer any queries that you may have had?
- c) Did the venue suit you?
- d) Were the times appropriate?
- e) Were the staff sufficiently informed to answer your questions?

Yes	No

Question 8

How did you hear about this exhibition? **(Tick all boxes that apply)**

- a) Local poster / flyer
- b) Social media
- c) Newspaper advert
- d) Local radio
- e) Word of mouth
- f) Other, please specify

a)	
b)	
c)	
d)	
e)	
f)	

.....

Question 9

Which age group do you belong to?

- a) Under 17 years old
- b) 17-24 years old
- c) 25-34 years old
- d) 35-44 years old
- e) 45-54 years old
- f) 55-64 years old
- g) 65-74 years old
- h) 75 years or older
- i) Prefer not to answer

a)	
b)	
c)	
d)	
e)	
f)	
g)	
h)	
i)	

Question 10

What is your gender?

- a) Male
- b) Female
- c) Prefer not to answer

a)	
b)	
c)	

Question 11

Do you consider yourself to have a disability?

- a) Yes
- b) No
- c) Prefer not to answer

a)	
b)	
c)	

Access to Information

Herefordshire Council and its consultants will use the questionnaires to provide evidence for developing ways to promote walking and cycling in the South Wye area. The data collected will not be used for any other purpose and the questionnaire will be disposed of securely after they have served this purpose.

Herefordshire Council is subject to the Freedom of Information Act, 2000, (Fol) and Environmental Information Regulations (EIRs) which means that questionnaires may be released in response to a request for information. However, all personal data will be treated in line with our obligations under the Data Protection Act, 1998. This means your personal data will not be shared.

Alternative formats of this questionnaire are available upon request from **SouthWyeTP@balfourbeatty.com**.

If you would like to make any further comments please email **SouthWyeTP@balfourbeatty.com** or write to us at:

FREEPOST:RTHL-BBZH-JATH
 (SWTP Active Travel)
 Balfour Beatty Living Places
 Unit 3, Thorn Business Park
 Rotherwas
 HEREFORD
 HR2 6JT

Please return this questionnaire and feedback by Tuesday 25th October 2016

THANK YOU FOR TAKING THE TIME TO COMPLETE THIS QUESTIONNAIRE

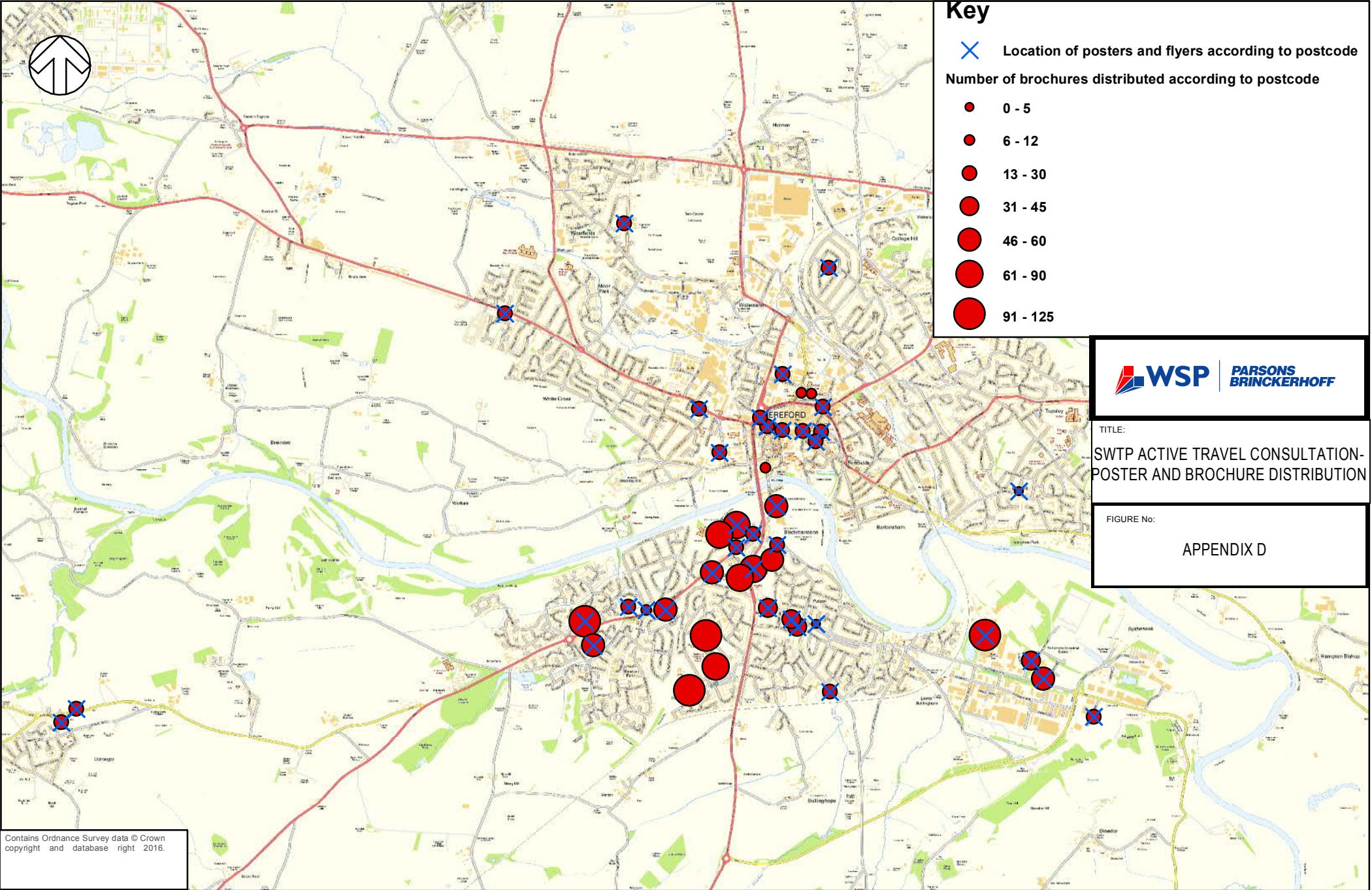


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Appendix D

POSTER AND BROCHURE DISTRIBUTION



Key

-  Location of posters and flyers according to postcode
- Number of brochures distributed according to postcode**
-  0 - 5
-  6 - 12
-  13 - 30
-  31 - 45
-  46 - 60
-  61 - 90
-  91 - 125



TITLE:
 SWTP ACTIVE TRAVEL CONSULTATION-
 POSTER AND BROCHURE DISTRIBUTION

FIGURE No:
 APPENDIX D

Contains Ordnance Survey data © Crown copyright and database right 2016.

Appendix E

EXHIBITION PANELS

What is the South Wye Transport Package?

The South Wye Transport Package (SWTP) aims to promote economic growth within Hereford while tackling specific problems in the South Wye area. The aim is to promote economic development by unlocking the barriers to economic growth, including land at the Hereford Enterprise Zone (HEZ).

SWTP Objectives

Reduce congestion and delay

Enable access to developments such as the HEZ

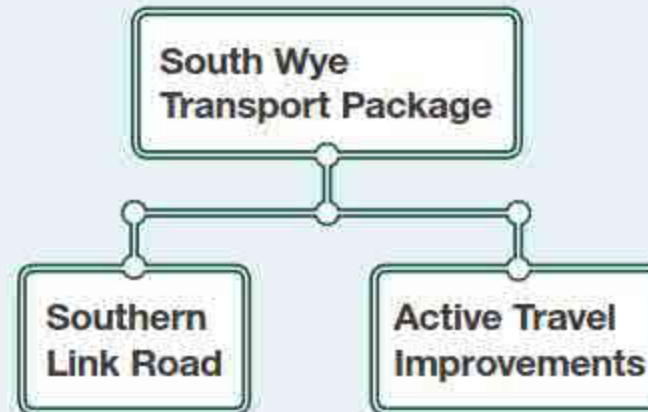
Reduce the growth in emissions

Reduce traffic noise

Reduce accidents

Encourage physical activity

The South Wye Transport Package (SWTP) comprises:



The Southern Link Road (SLR) has recently been granted planning permission and the delivery of the scheme continues.

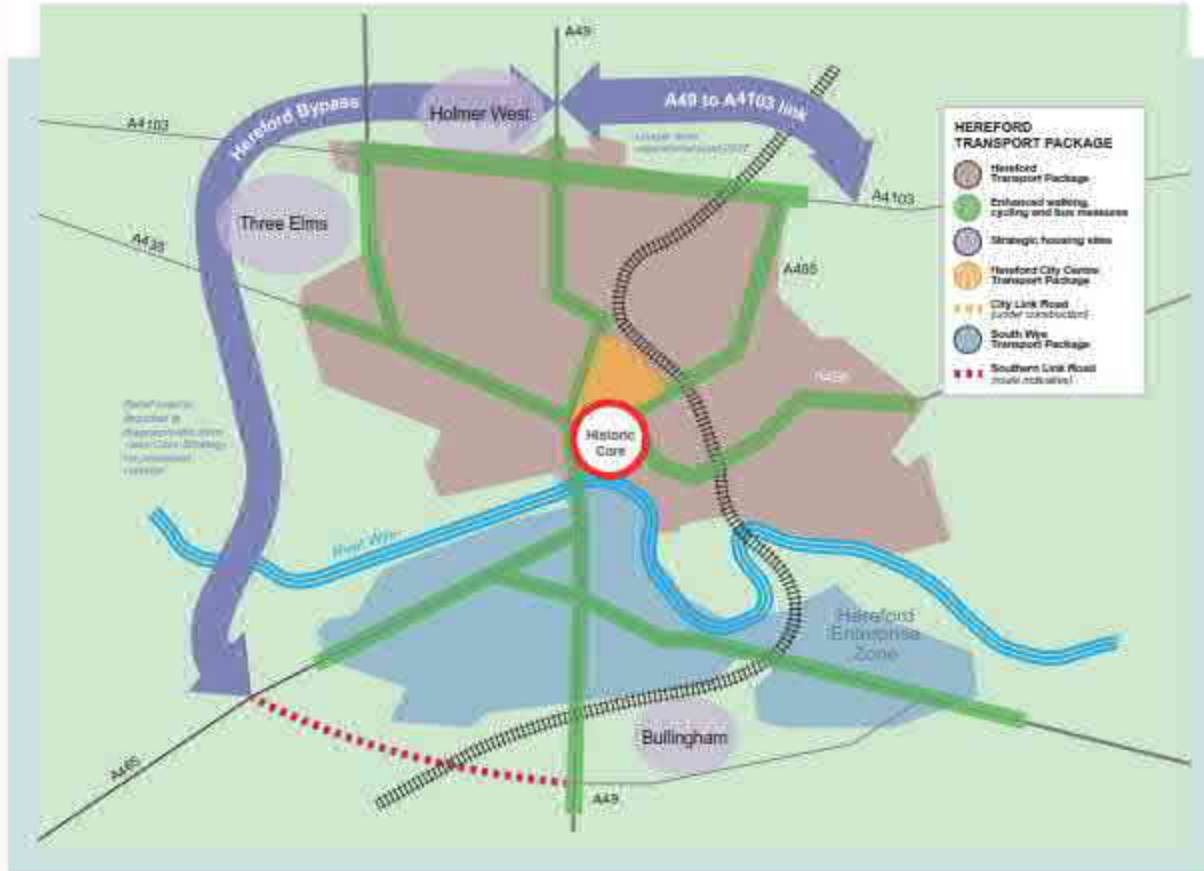
Why are active travel measures proposed?

Herefordshire Council is looking at ways to improve active travel (including walking and cycling) in South Wye, Hereford. This consultation is specifically seeking your views on a range of possible active travel improvements.

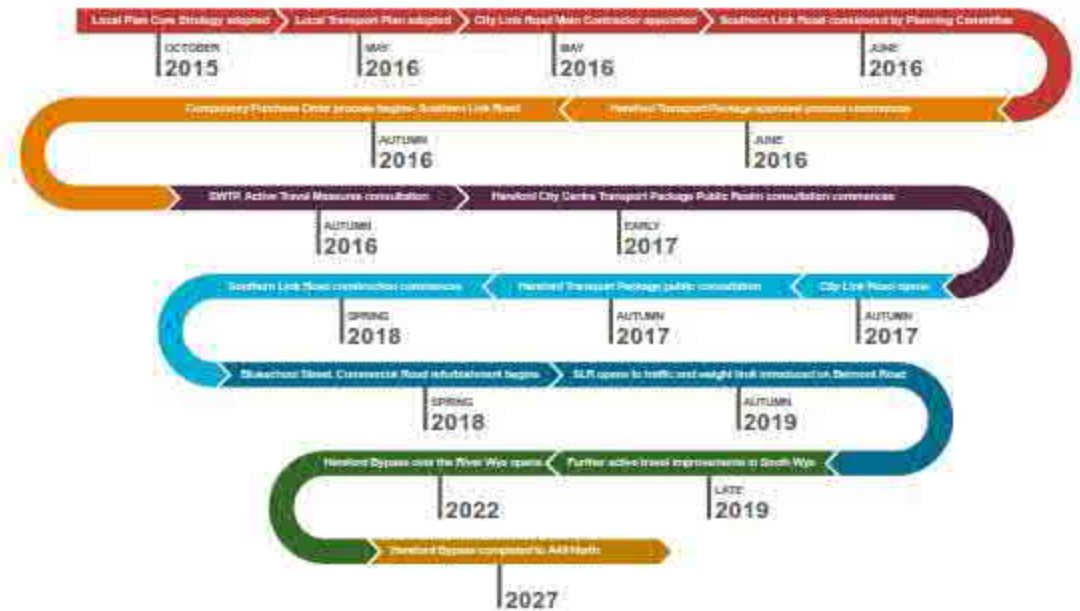
What is active travel?

Active travel is about physical activity in the form of walking and cycling, rather than motorised forms of travel, such as the private car.





Infrastructure timeline



What have we already delivered?

South Wye Transport Package

Hereford Connect2 Bridge & Greenway

New crossing

Traffic free



Commuter route

Goodrich Grove — The Oval cycle lane

New links

Traffic free



Commuter route

Rotherwas Link to Greenway

Traffic free



Greenway link

Holme Lacy Road

New crossing

Safer routes to school



Traffic free

Walnut Tree Avenue —20 Zone

Quieter streets



Belmont cycleway

Traffic free



Family route

A49—Bullingham Lane

New crossing

Safer routes to school



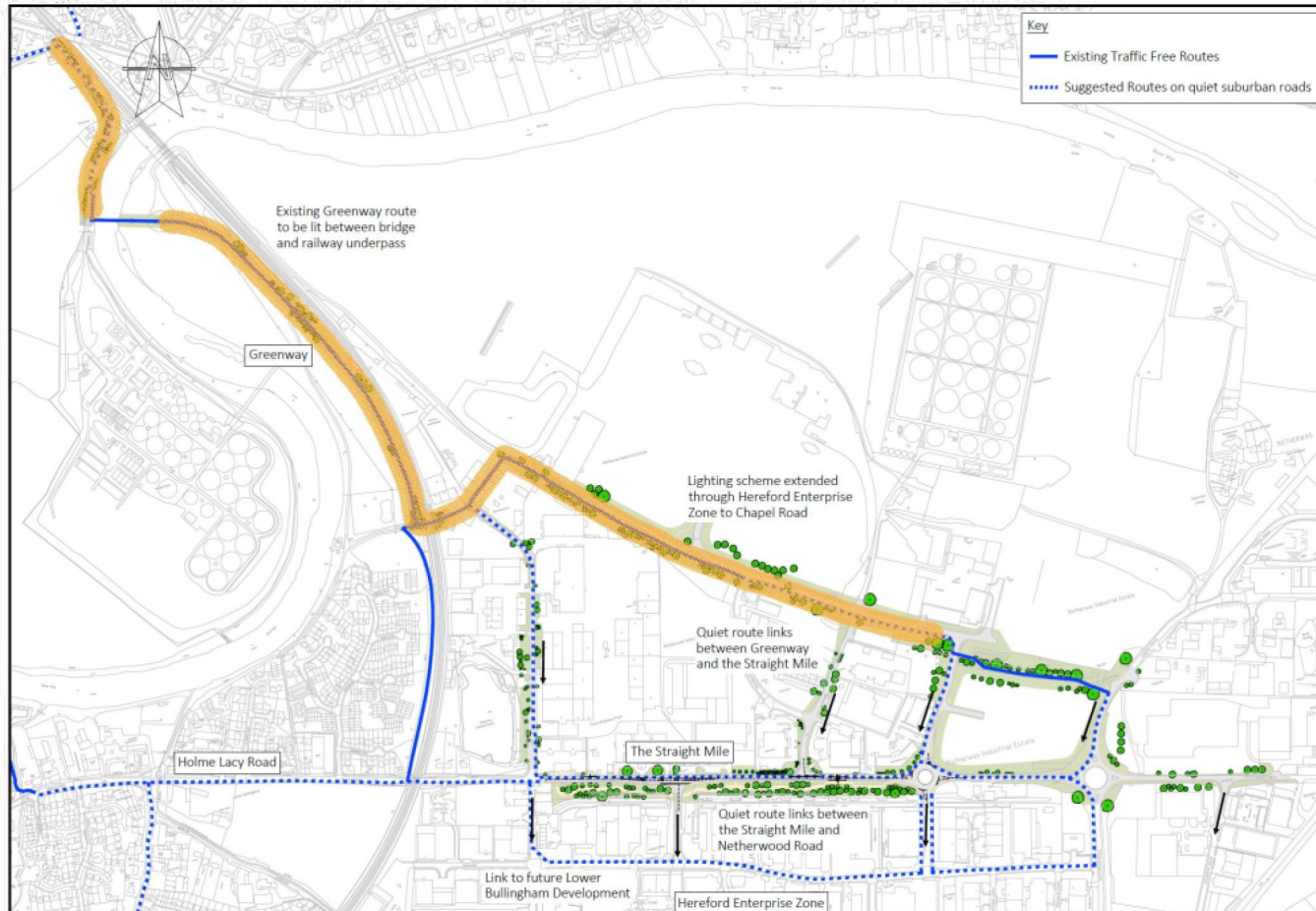
Rural access



Commuter route

Hereford Greenway lighting and The Straight Mile cycle route

We are providing new lighting on the Hereford Greenway and a new cycle route along The Straight Mile.

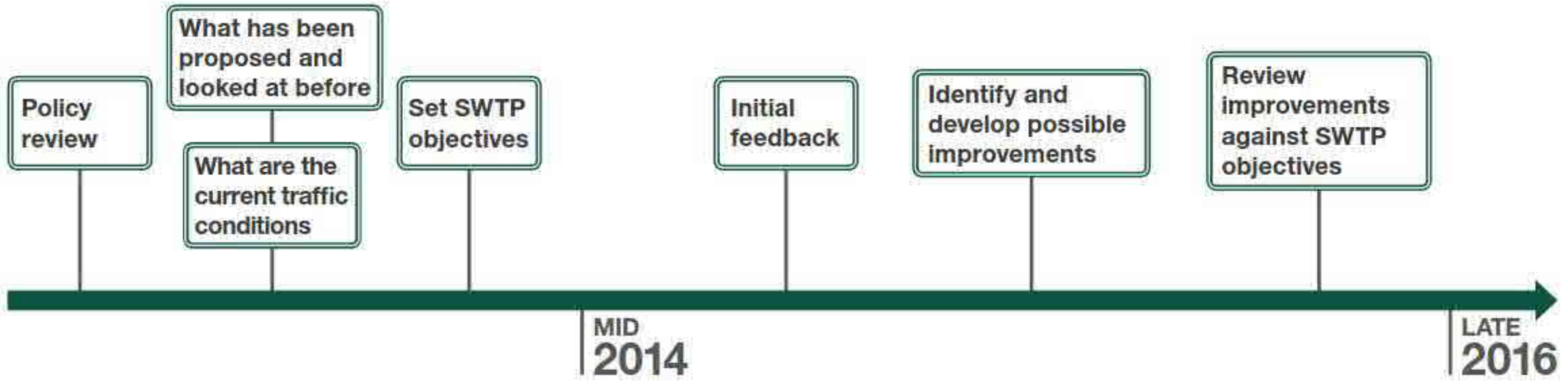


Visualisation of lighting scheme along Hereford Greenway



Visualisation looking east. Entrance to Edison's coffee shop is on the left





INITIAL PUBLIC CONSULTATION IN 2014

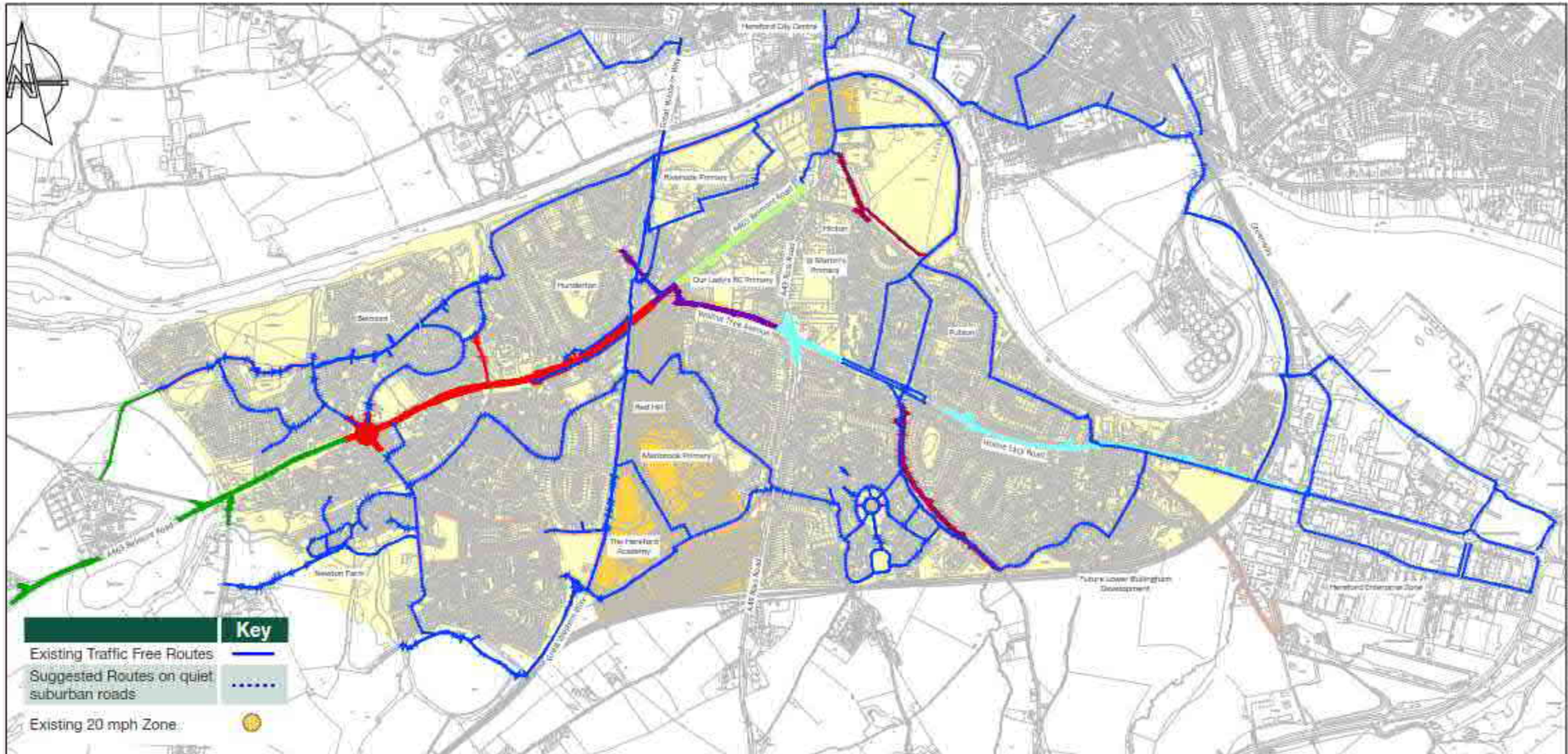
At the 2014 consultation you said:

- Poor walking and cycling is one of the top five transport issues in South Wye
- You support more and improved walking and cycling infrastructure in South Wye

SECOND PUBLIC CONSULTATION IN 2016

At this consultation we want to hear:

- Your level of support for each of the possible improvements, what you like about them, and what could be improved?



Possible Improvements	Key
20 mph residential areas	
Belmont Road bus priority measures	
Belmont Road walking and cycling improvements	

Possible Improvements	Key
Belmont Road weight restriction	
Belmont Road (West) walking and cycling improvements	
Better walking and cycling routes to Hereford Enterprise Zone	

Possible Improvements	Key
Hoorwithy Road and Hinton Road walking and cycling links	
Holme Lacy Road—further walking and cycling improvements	
Walnut Tree Avenue / Hunderton Road traffic reduction	

Possible improvements and SWTP objectives	Reduce congestion and delay	Enable access to developments such as the HEZ	Reduce the growth in emissions	Reduce traffic noise	Reduce accidents	Encourage physical activity
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	✓	✓	✓	✓	✓	✓

20 mph residential areas

A 20 mph area covering all residential streets in South Wye excluding primary routes (A Roads)

Benefits

More walking and cycling friendly streets

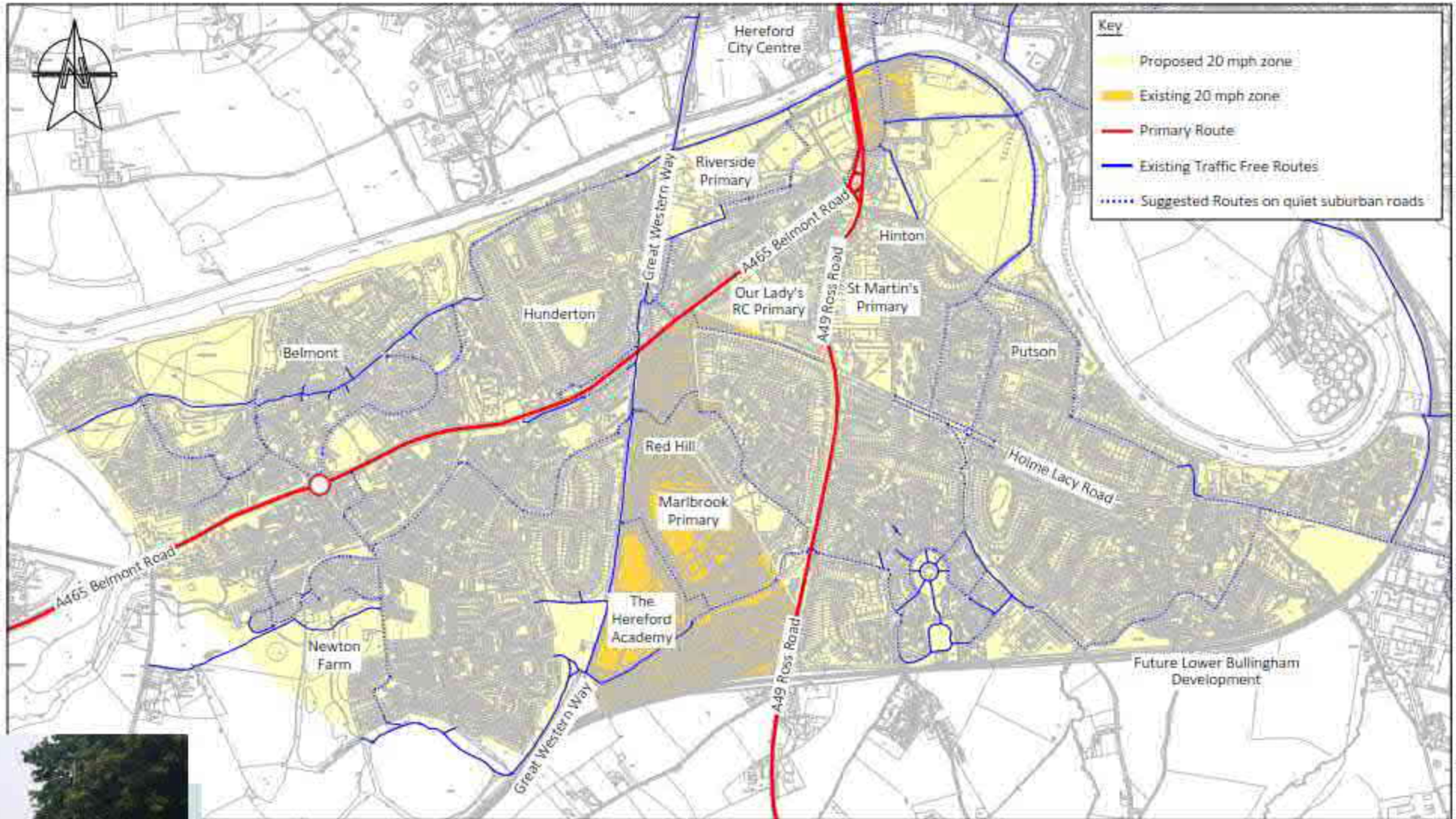
Better connected local communities

Cleaner air quality

Quieter streets

Safer journeys for all road users

Healthier and happier journeys



Artist's impression of 20mph gateway on Belmont Avenue

Belmont Road bus priority measures

An inbound bus lane on Belmont Road (A465) complemented by new and improved cycleway/footways and an improved crossing at Belmont Avenue

Benefits

An inbound bus lane and new cycleway from Hunderton Road to Asda Roundabout

Easier to cross Belmont Road

Safer journeys to the city centre

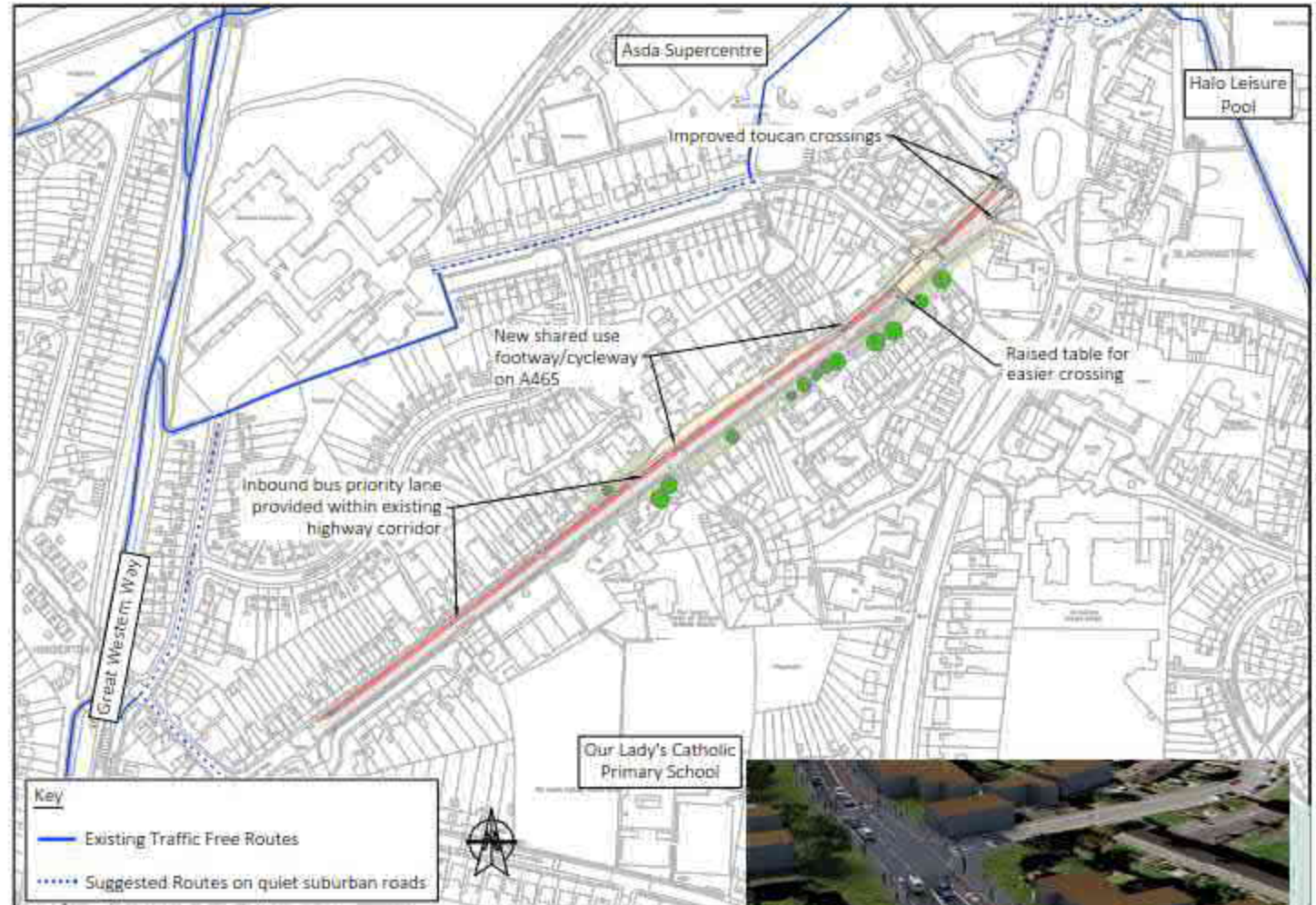
Improved bus journey times to the city centre

Cleaner air quality

Healthier and happier journeys

Encourages inexperienced and returning cyclists

Visualisation looking north-east from Walnut Tree Avenue junction to show possible bus priority measures along the A465



Visualisation of possible bus priority measures and improved crossings along the A465 approaching the Asda Roundabout



Belmont Road walking and cycling improvements

Improving the environment for walking and cycling and connecting communities either side of Belmont Road

Benefits

A new cycleway on Belmont Road from Tesco Roundabout to Walnut Tree Avenue

Easier to cross Belmont Road

Better connected local communities

Safer journeys to school

Healthier and happier journeys to school

Improved links to existing walking and cycling routes, such as Great Western Way

Improved tree-lined street environment

Encourages inexperienced and returning cyclists



Visualisation of possible walking and cycling improvements at Tesco Roundabout



Visualisation of possible new toucan crossing on Belmont Road near Newton Brook, with connecting shared use path and improved link to Sydwall Road



Belmont Road weight restriction

Diverting heavy goods vehicles away from communities, improving the environment for walking and cycling. The location of the weight restriction is subject to separate consultation.

Benefits

Improved traffic flow & fewer HGVs on Belmont Road

Cleaner air quality

Quieter streets

Safer journeys for all

Healthier and happier journeys

Belmont Road (West) walking and cycling improvements

Improving the environment for walking and cycling and connecting communities along Belmont Road west of Tesco Roundabout

Benefits

A new cycleway on Belmont Road from Ruckhall Lane to Tesco Roundabout

Better connected local communities via new cyclepath from Ruckhall Lane

Cleaner air quality

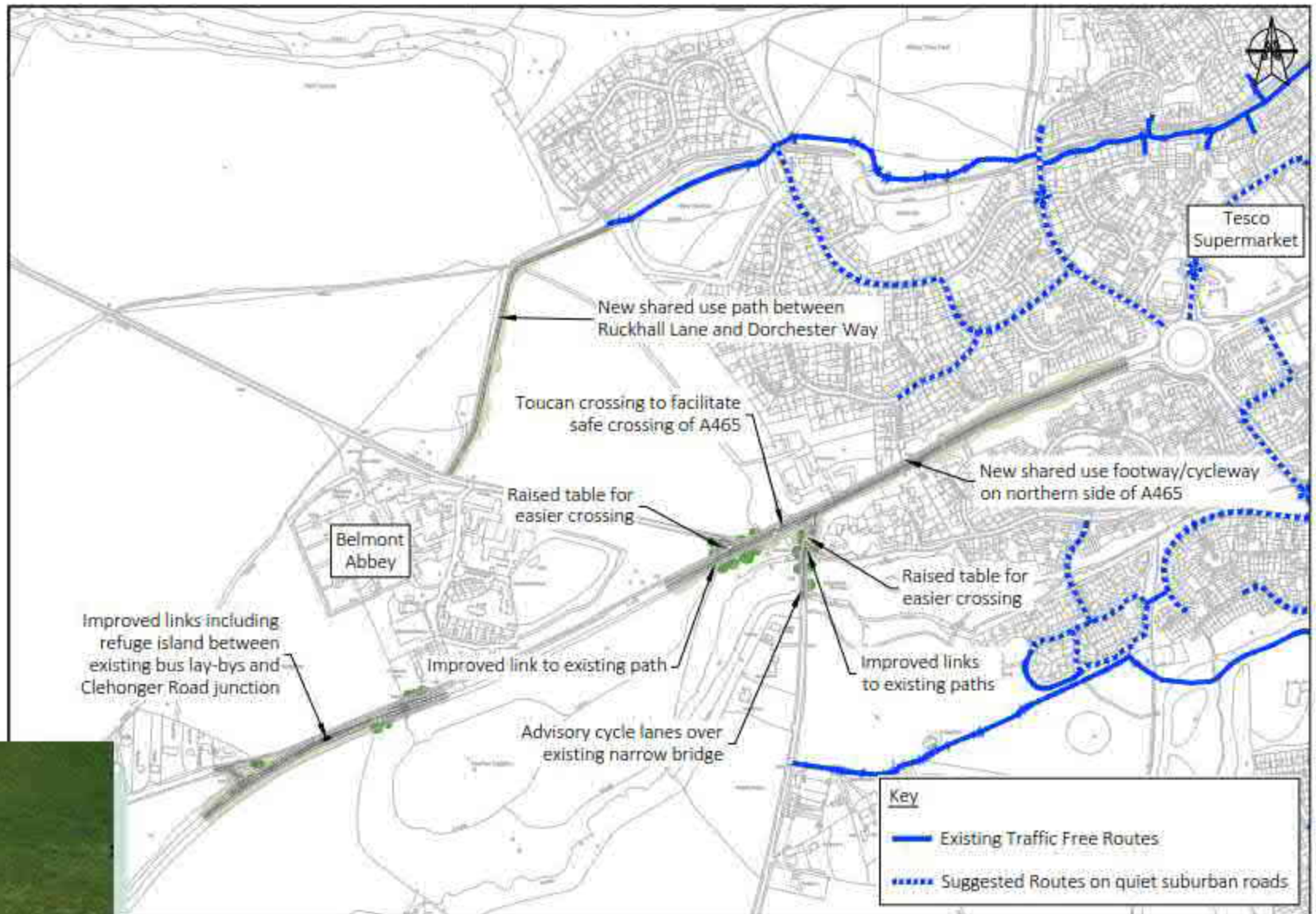
Quieter streets

Easier to cross Belmont Road

Safer journeys for all

Healthier and happier journeys

Encourages inexperienced and returning cyclists



Visualisation looking northwest of possible walking and cycling improvements at western end of Belmont Road. Shows possible Toucan crossing of Belmont Road and improvements at junction with Ruckhall Lane

Better walking and cycling routes to Hereford Enterprise Zone

Improving quieter alternatives to the main roads for walking and cycling, extending from Belmont to Hereford Enterprise Zone

Benefits

Tackling barriers to walking and cycling

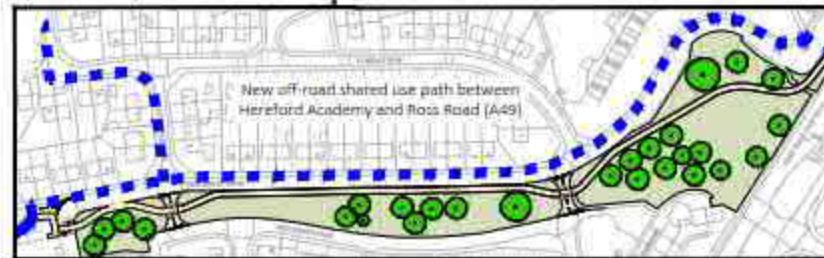
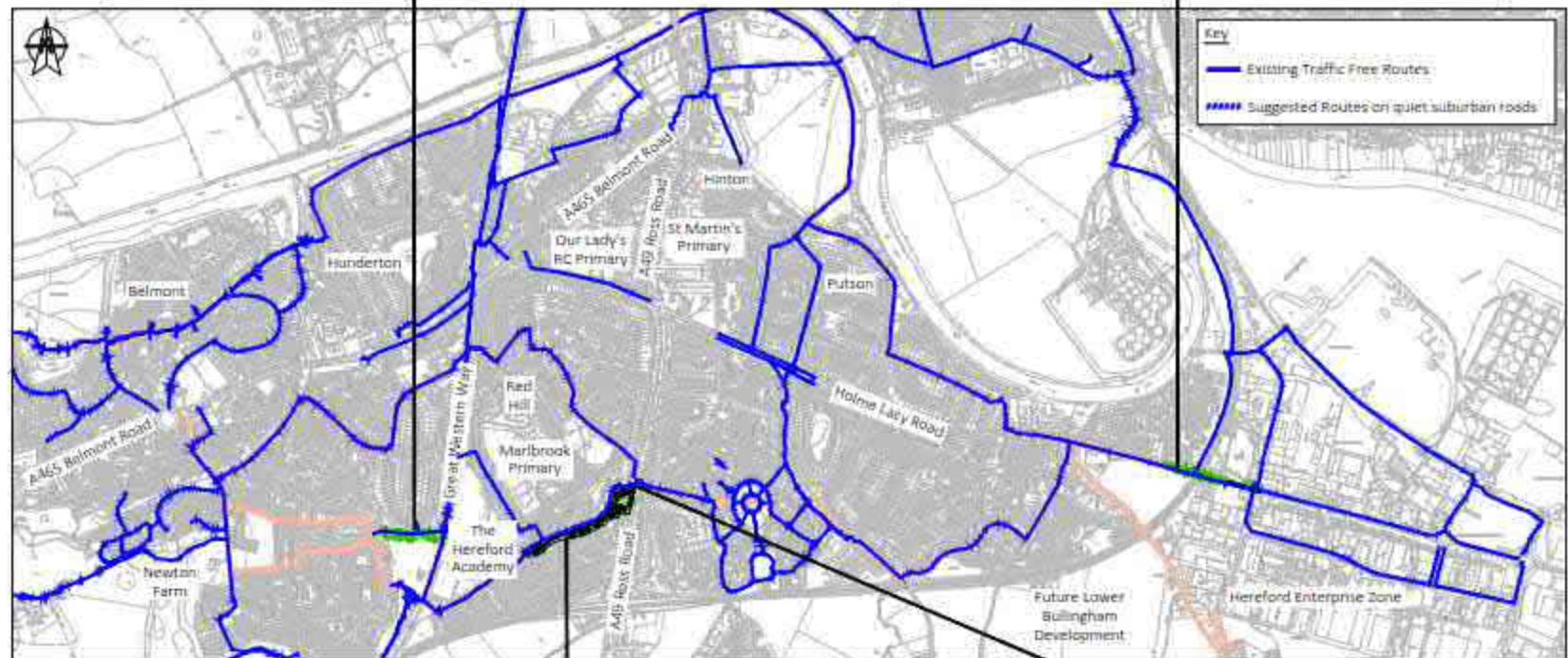
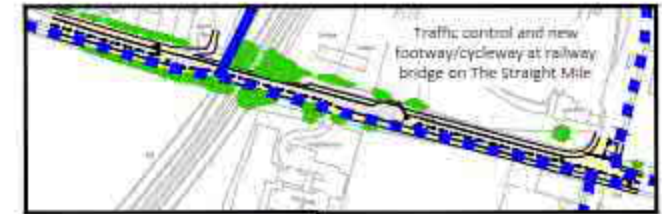
Opening up new links and opportunities for walking and cycling

Encourages inexperienced and returning cyclists

Safer journeys to school and work

Healthier and happier journeys to school and work

Visualisation looking east along Marlbrook Road showing possible off-road shared use path from Hereford Academy to Ross Road (A49)



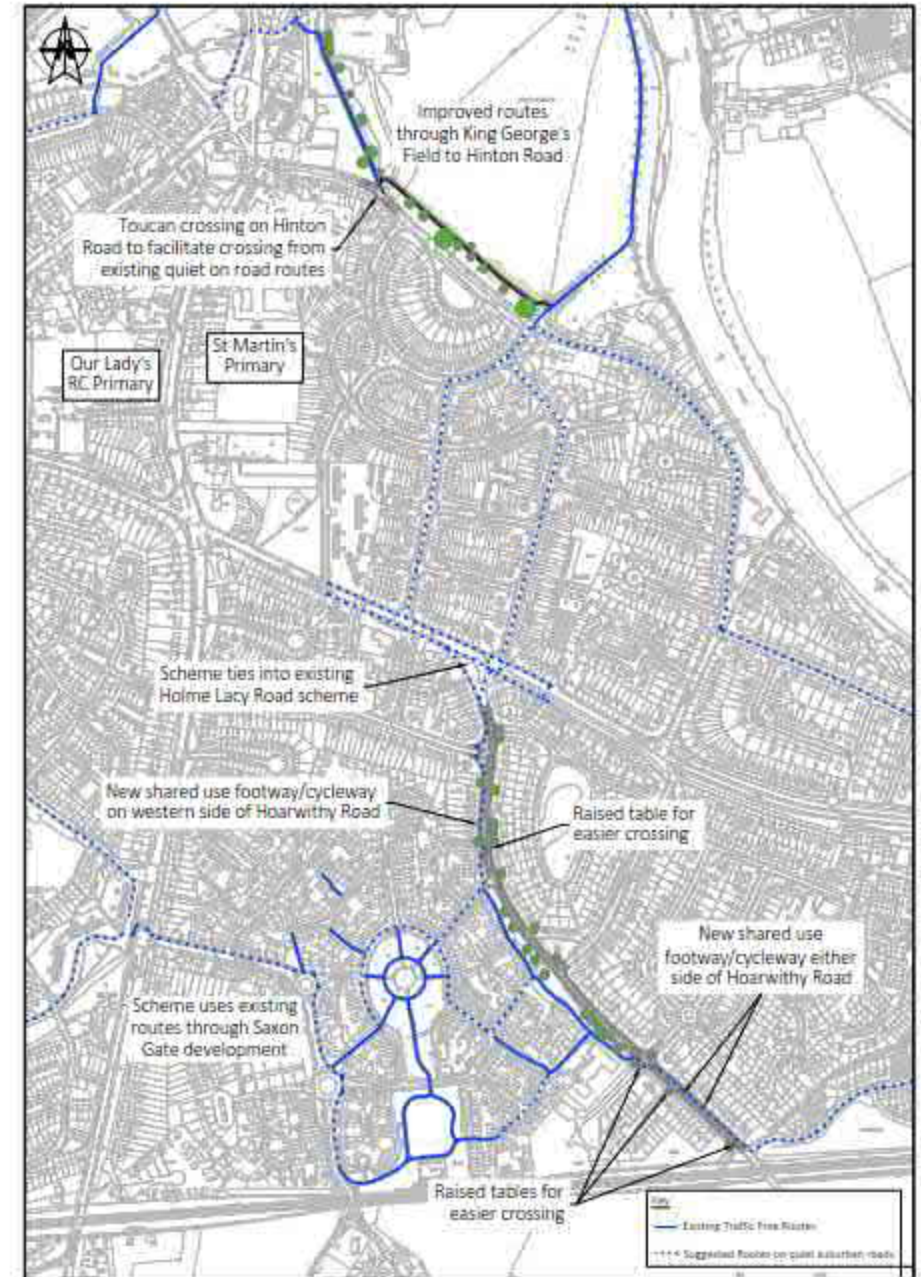
Hoarwithy Road and Hinton Road walking and cycling links

Improving links to Holme Lacy Road from the north and south, connecting communities with the city centre and HEZ.

Benefits

- New cycleway on Hoarwithy Road from The Pastures to Holme Lacy Road
- Improved link between Hinton Road and the Leisure Pool and city centre
- Improved connections between the city centre and the HEZ
- Better connected local communities
- Easier to cross Hoarwithy Road and Hinton Road
- Safer journeys to work
- Opening up new links and opportunities for walking and cycling
- Encourages inexperienced and returning cyclists

Visualisation of possible shared use footway/cycleway either side of Hoarwithy Road at the Aconbury Avenue / Saxon Hall entrance crossroads, looking north towards existing cycleway at Poppy Walk



Holme Lacy Road – further walking and cycling improvements

Improving the environment for walking and cycling and connecting communities along Holme Lacy Road to the HEZ

Benefits

New cycleway between Walnut Tree Avenue and the HEZ

Priority working under rail bridge

Improved walking and cycling route under rail bridge

Joining up recent improvements on Holme Lacy Road

Improved connections to the HEZ

Better connected local communities

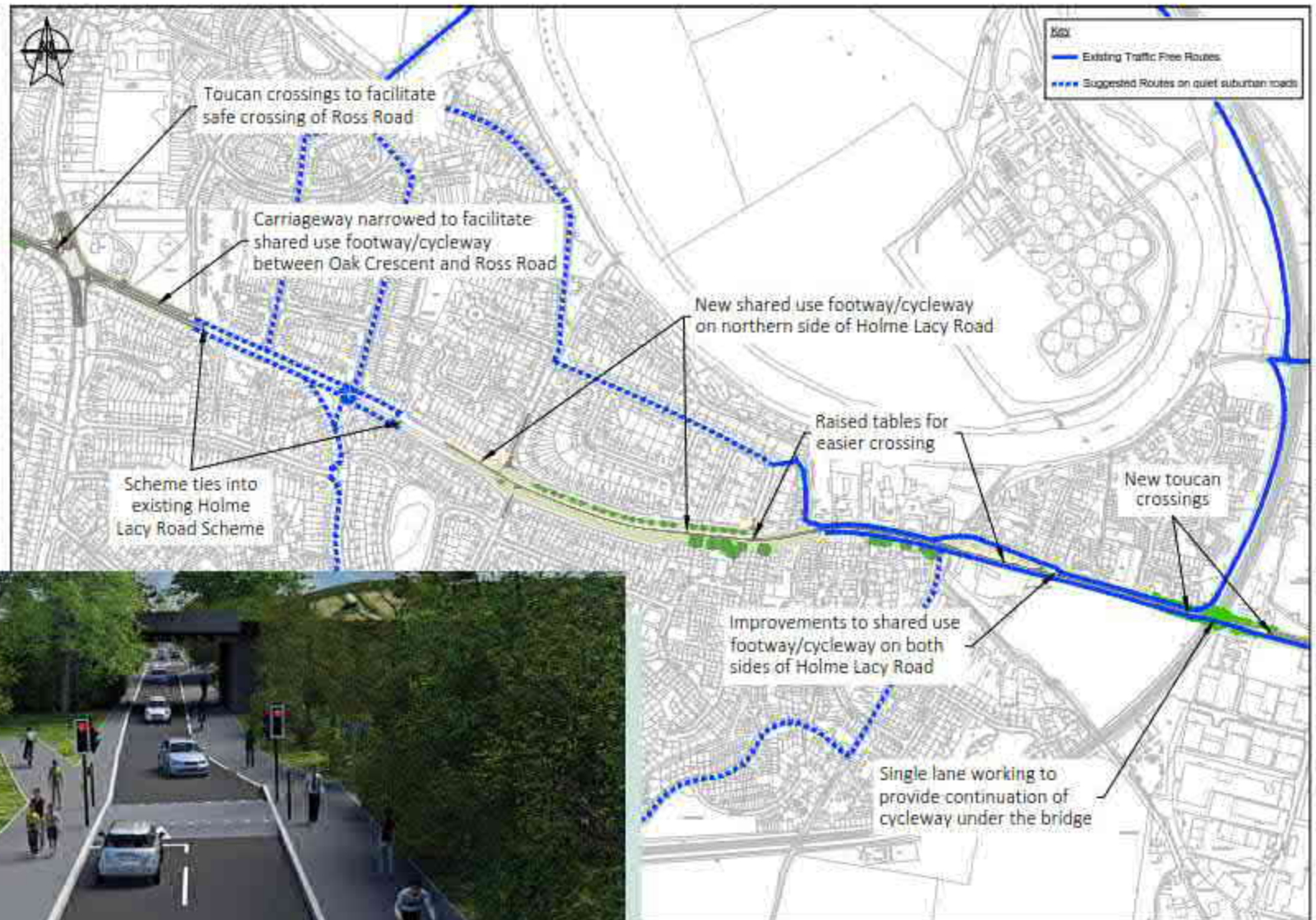
Easier to cross Holme Lacy Road

Safer journeys to work

Healthier and happier journeys to work

Encourages inexperienced and returning cyclists

Opening up new links and opportunities for walking and cycling



Visualisation of possible shared use footway/cycleway under the rail bridge on The Straight Mile, looking towards Hereford Enterprise Zone. Shows toucan crossing and the priority working for motor vehicles under rail bridge

Walnut Tree Avenue / Hunderton Road traffic reduction

Removing through traffic and connecting communities either side of the A465 to enable a walking and cycling friendly environment

Benefits

Through traffic removed from Walnut Tree Avenue and Hunderton Road

Better connected local communities

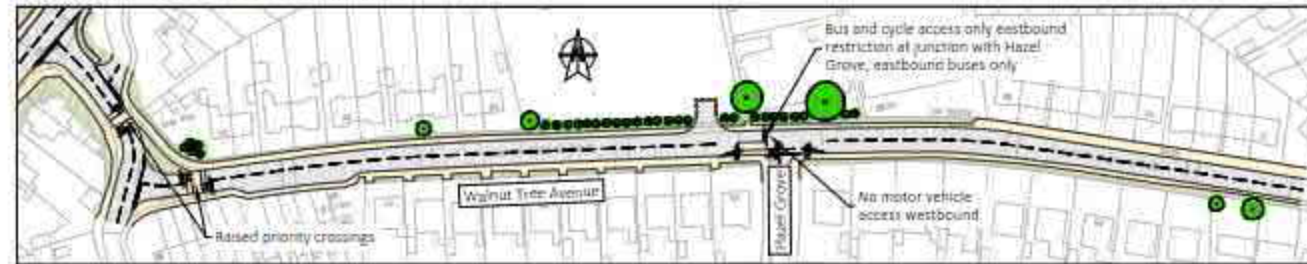
Easier to cross Belmont Road

Safer journeys to school

Healthier and happier journeys to school



Inset plan – Walnut Tree Avenue



Overview plan



Inset Plan – Hunderton Road



Key
 Existing Traffic Free Routes

Visualisation looking south showing possible walking and cycling improvements at the Belmont Road / Walnut Tree Avenue / Home Lane junctions.

Visualisation of Walnut Tree Avenue looking towards Belmont Road showing possible bus and cycle only access at Hazel Grove junction.



Have your say

If you would like more information on the improvements presented today or to give your views on what you've seen, you can:

- Speak to a member of the team
- Visit our website at:
www.herefordshire.gov.uk/south-wye-transport-package
- Fill in the questionnaire today or return it in the Freepost envelope provided
- Email us: southwyeTP@balfourbeatty.com
- Write to us at:
FREEPOST: RTHL-BBZH-JATH
(SWTP Active Travel)
Balfour Beatty Living Places
Unit 3, Thorn Business Park
Rotherwas
HEREFORD
HR2 6JT

The closing date for feedback is:
Tuesday 25th October 2016

What happens next?

Late 2016

- Public consultation until 25th October
- Review of consultation feedback
- Council decides improvements to take further

2017 and onwards

- Preliminary design
- Further community consultation
- Detailed design and implementation

 www.facebook.com/hereford2020

 www.twitter.com/hereford_2020

Appendix F

SUSTAINABLE DROP-IN DAY FLYER



Hereford Enterprise Zone
developed with business in mind



Bill Jackson, High Sheriff of Herefordshire and Chair of Hereford Enterprise Zone Board invites you to drop in to hear about new initiatives to improve your home to work travel.

WHAT: Sustainable travel drop-in day

WHEN: 7:30am to 6:30pm, Monday 19 September

WHERE: Business Solutions Centre, Skylon Court, Coldnose Road, Rotherwas

You will have an opportunity to hear about, sign up to or have your say on:

■ **Improvements on the Enterprise Zone**

- New lighting on the Greenway cycleway
- A new regular bus service from the city centre to Rotherwas and back
- A proposed scheme providing a new cycleway along the Straight Mile

■ **Rotherwas Travel Plan initiatives**

- How to Get to Guide - cycling and walking routes to and from Rotherwas
- Grants to assist businesses to provide pool bikes, changing facilities for cyclists, video-conferencing equipment and more

■ **Consultation on South Wye Transport Package options including**

- Belmont Road walking and cycling improvements
- better routes to HEZ
- further Holme Lacy Road improvements
- 20mph residential zones

Experts from Herefordshire Council, JMP, Safer Roads Partnership and the Enterprise Zone will be present to offer advice and listen to your suggestions



BIKE MARKING service available



Free refreshments will be available throughout the day from 7.30am to 6.30pm,
including shepherd's pie and mushy peas between 12:00 and 2:00pm

Appendix G

DISTRIBUTION OF QUESTIONNAIRE RESPONDENTS

Appendix H

WRITTEN RESPONSES TO THE CONSULTATION

From: [REDACTED]
Sent: 25 October 2016 15:03
To: SouthWyeTP
Cc: [REDACTED]
Subject: Response from Here for Hereford to the SWTP Active Travel Measures Consultation

The following is the Response from Here for Hereford, a local residents group holding the Council to account – we have been unable to complete the online questionnaire as it does not provide for a group response, only an individual one.

Please publish this response and acknowledge receipt of this response by email to

[REDACTED]
[REDACTED]
Thank you

1. The Sustainable Transport Package – Deliver it now!

NB This was known as the Package Assembly Report (PAR) in the original SWTP Consultation documents, and is now referred to as SWTP Active Travel Measures (ATM'S)

1.1 Here for Hereford notes that Cabinet (18/12/14, Minutes #49, p.2) confirmed that

“...the delivery of a sustainable package is integral to the [SWTP] scheme, both for the benefits to the local community and as its delivery is a condition of the funding.”

1.2 Here for Hereford has always supported DfT guidance that sustainable transport measures should be introduced first, before building new roads, such as the Southern Link Road (SLR).

1.3 The Full Business Case (FBC) for the SLR funding package from the Local Growth Fund (LGF) has not, as yet, been prepared. Building the SLR is at least two years behind schedule and its estimates have not been adjusted for cost-inflation arising from this delay, and from further delays anticipated before the start of construction, if approval is given. The DfT has indicated that all costs aside from the conditional LGF £27M must be provided locally. There is every likelihood that building the SLR will cost more than £27M. The Council might consider additional local funding from CIL but this is on hold at the moment. All predictions are that housing sales will not recover for some time and yet the Council wishes to press ahead regardless when it could, instead, concentrate on the ATM's.

1.4 The Council has agreed to fund the ATM's to the tune of £8M, and the Council should go ahead with them forthwith.

2. Drawbacks if the ATM's are not implemented first:-

- 2.1 Walnut Tree Avenue will still be used as a cut-through in place of the SLR
- 2.2 The Belmont Road will still not have a bus lane
- 2.3 The weight restriction on the Belmont Road will not be in place
- 2.4 The 20 mph in selected residential areas will not be in force
- 2.5 The various proposed walking and cycling improvements will not be in place

3. Build on the Success of the Destination Hereford (DH) project

- 3.1 The trend noted in the September 2016 DH report - reduced number of car-based trips as a proportion of all trips; increased walking and cycling; increased public transport trips – will continue in this upward trajectory if the SWTP ATM's are introduced with no further delay.
- 3.2 The recent Rotherwas Employment Travel Survey indicated that most of the people who work there live in the South Wye area – these are the very people who will benefit from the ATM's and who support economic growth in the County (see #4.2 below).

4. Realising the Vision of the Local Transport Plan

- 4.1 Implement the ATM's now (see #1 and #2 above)
- 4.2 This would assist the Council in realising its Vision of a Transport Network that:

'supports growth enabling the provision of new jobs and houses, whilst providing the conditions for safe and active travel, which reduces congestion and increases accessibility by less polluting and healthier forms of transport than the private car'.

5. Assess the current proposal for a light tram system round Hereford now

- 5.1 Upwards of 450 petition signatures asking for this assessment to take place will be delivered to the Council to form part of the response to this ATM Consultation. This tally far exceeds the number of people (253) who responded to the SWTP Consultation in the summer of 2014. The Council should take the proposal seriously.
- 5.2 See 'HTA – Trams for Hereford' <https://www.youtube.com/watch?v=l1kEIEshbMc>
- 5.3 The Parliamentary Transport Committee is examining appropriate measures to form integrated urban traffic management strategies. Its scope of enquiry includes bus priority measures, cycling and walking infrastructure and street-running trams. Introducing the ATM's and tram proposal now would show that Hereford transport management has truly entered the 21st century. Go for it! Together they would appear to cost less than the SLR which does nothing to reduce traffic congestion in Hereford.

6. Assess the functionality of any proposed ATM's to make sure they are 'simple and sweet'

- 6.1 Learn from the lessons of the current Holme Lacy Road scheme where, we understand:-
The road has been narrowed to make excessively wide cycle lanes;

White paint and stop lines for cyclists, pedestrians and traffic proliferate at all angles;

There is no bus bay and the bus shelter is isolated on tarmac about 3m from the road;

There are too many traffic light pedestrian crossings, unnecessarily close together.

6.2 Do not resort to the tactic of making traffic so bad in Hereford that residents decide they do want a Bypass. Only a tiny proportion of traffic in and around Hereford would divert to a Bypass.

Such a tactic flies in the face of the national and local imperative to assist healthy life styles, see:

https://www.gov.uk/government/uploads/system/uploads/attachment_data/file/523460/Working_Together_to_Promote_Active_Travel_A_briefing_for_local_authorities.pdf

7. Here for Hereford concludes this response with the observation that the Consultation should have taken place months ago, but it nevertheless welcomes it.

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From: [REDACTED]
Sent: 24 October 2016 17:15
To: SouthWyeTP
Subject: South Wye Transport Package - response to consultation on Active Travel Improvements

Please see below

Herefordshire Transport Alliance – response to Herefordshire Council consultation on South Wye Transport Package Active Travel Improvements

General comments

1. TIMING

We understand it is intended that these active travel Improvements are to be delivered in the period 2019-2022, i.e. AFTER the completion of the Southern Link Road – this is WRONG. As many as possible should be undertaken immediately to benefit from the high return on investment of active travel initiatives - as acknowledged here by DfT in 2014:

‘**Claiming the Health Dividend**’ report commissioned by DfT, published in Nov 2014

“ (...) potential health benefits arising from transport investment are now an integral part of the assessment and decision making process. Walking and cycling are the principal means by which we can build physical activity into our lifestyles and so stay healthy, become more healthy and/or reduce our risk of developing 20 conditions and diseases; including coronary heart disease, stroke, type 2 diabetes, cancer, obesity and mental health problems. These health impacts are not only a drain on the NHS but on the economy not least through absenteeism. So, a healthier population makes for a more robust and prosperous economy. So, improving health through cycling and walking benefits society at large.

This report compiles the latest available cost benefit evidence from the UK and abroad from studies that have calculated health benefits alongside other benefits such as savings in travel time, congestion and accidents.

The results are compelling. The typical benefit cost ratios are considerably greater than the threshold of 4:1 which is considered by the Department for Transport as ‘very high’ value for money. This supports the conclusion drawn by Eddington that small-scale transport schemes can really deliver high value for money.

*In an era of close scrutiny over public spending there will be added pressure to achieve exceptional value for money. Within transport, investment in walking and cycling are likely to provide low cost, high-value options for many local communities. **Moreover, delivery time-spans are far shorter than for most other interventions** – which provides another good reason to invest in walking and cycling to help achieve many co-benefits – for business, health, carbon reduction, education, pollution reduction, social cohesion etc.”*

For example, the 20mph speed limits in residential areas - they do not have to await opening of the SLR. Similarly for the walking and cycling improvements on Hoarwithy Road, Hinton Road and Holme Lacy Road.

2. 'THE SCHOOL RUN'

Traffic congestion in Hereford reduces considerably outside school term. Herefordshire Council's own figures bear this out. 2010 traffic data shows that outside term time, morning peak flows decrease by a minimum of 23% and maximum of 52% across the city, and along Belmont Road by 27%.

The proposals in the SWTP scheme do not specifically address the school run, and this is a missed opportunity. The DfT report referred to above lists a number of 'Links to Schools' schemes, which should be studied to ascertain how the more successful ones could be adopted for use in the South Wye area.

A local example is 'Bike it Plus' in Gloucestershire – a partnership between Council and Sustrans

http://www.thinktravel.info/files/uploads/Bike_It_Plus_Gloucestershire_2013-2014.pdf

3. INTEGRATION WITH PUBLIC TRANSPORT

Public Transport is 'Active Travel' – according to the Destination Hereford report, and ought to be considered as part of the South Wye Transport Package. A majority of the population will not want to or be able to cycle and walk to destinations in the City or to the HEZ. Many people need to use the quickest and most efficient/convenient mode of transport as they have little time to spare. Many people simply need public transport because of age (young and old) and because of disability. The cost of bus travel and taxis are prohibitive for people on low incomes.

Hereford's bus network is in decline. Bus service levels in terms of journey frequency and time of day reduced by 40% between 2002 and 2011 and continues to decline (there are no city buses after 19.00 or on a Sunday). Traffic congestion, low investment in environmentally friendly vehicles and a lack of bus priority schemes all lead to the current low usage of a limited network. It is not surprising that a large proportion of people do not consider buses an alternative to the car. Less than 10% of peak hour trips are made by public transport in the city, a poor comparison with other cities in Britain. To help reverse the decline in bus services, there must be provision in the SWTP for measures over and above the very short bus priority lane at the city-end of Belmont Road that is not likely to be very effective. In addition, Hereford needs better bus provision, shared ticketing across different operators, co-ordination of timetables between bus, rail and possibly tram.

4. GREAT WESTERN WAY

Below we are proposing that a light tram system for Hereford could provide an additional means of public transport which would be immune to traffic congestion and would reduce car usage. Part of the route would be along the Great Western Way (GWW), and we envisage trams, walking and cycling sharing that existing space. A full scheme comprising trams and electric buses around the city would benefit students at colleges, the proposed new University, people attending hospital and people going to leisure amenities in the evening.

The current provision for cycling and walking on the GWW could be usefully improved whether or not the tram scheme is developed. Better lighting and CCTV would help users feel more secure, encouraging journeys to school (Hereford Academy / Marlbrook Primary / Riverside Primary).

5. TRAM SCHEME

Kinetic energy lightweight trams have been shown to be commercially viable, and could help manage travel into and around Hereford City, reducing congestion and journey times. We urge the Council to implement a full assessment of such a scheme for Hereford **before** further work is progressed on the South Wye Transport Package, including the Southern Link Road. Rail & Bus for Hereford have published a proposal for a tram

using the Great Western Way: this should be part of the assessment. Part of their recent report is reproduced here:

In 2010/11 Herefordshire transport geographer Gareth Calan Davies and Phil Evans, Managing Director of Pre-Metro Operations Ltd undertook a preliminary study of a light tramway route in Hereford. They concluded that:

- 1. Given the fact that Herefordshire Council own and maintain the Great Western Way, considerable savings can be made on a phase 1 light tramway using this route in conjunction with a walk/cycle way.*
- 2. Major land use development within the city demands a system with a considerable degree of connectivity internal to the city.*
- 3. The use of lightweight kinetic energy trams removes the need for an electricity supply, electric substations and costly overhead transmission lines.*
- 4. There is now greater ease of track construction with the development of 'carpet' track. Costs have significantly reduced.*
- 5. New signalling developments have reduced the need for expensive systems.*
- 6. Vehicle construction costs have reduced following the trial and experience of operation of lightweight trams on the Stourbridge Town rail branch.*
- 7. The environmental advantages of kinetic energy trams are overwhelming given a near nil dependence on diesel or petrol as a power supply.*

In the last three weeks, more than 450 people have signed the petition asking that Council give consideration the trams scheme.

6. ALTERNATIVE USE OF 'RETAINED' FUNDS PROVISIONALLY GRANTED FOR THE SOUTHERN LINK ROAD

- Widen the railway bridge at eastern end of Holme Lacy road so that a one way traffic light system is not needed to allow for cycle lane. The proposal to implement single lane working controlled by traffic lights will cause traffic congestion and delays, and cause frustration to car and freight vehicle drivers. The road there is subject to flooding, which dissuades cycling. The proposed arrangement does nothing to address this problem. Why not widen the bridge, so that there are two lanes of traffic and a separate raised pedestrian / cycle track?

- Park & ride scheme on the A465 opposite its junction with the B4349. Services such as 39, 442, 447 and 448 could be re-phased to call in there. This would increase the benefit of the proposed bus priority arrangement further into Hereford starting at Walnut Tree Avenue, by generating additional passenger interest.

Q4 What do you like about the proposed improvements?

(1) 20 mph residential areas

We strongly support this proposed measure, and trust that the funding will cover a meaningful level of enforcement to ensure speeds are actually cut.

Road danger is rising - especially for older people and cyclists. Vehicle drivers increasingly have electronic devices and can be distracted when using them.

Lower speed reduces the likelihood of an accident and the effects of a crash - according to the Transport Research Laboratory every 1mph less reduces injuries by 5-6%. 20mph limits prevent about 20% of casualties. Collisions are 10 times more likely to be fatal at 30mph than 20mph for 60+ year olds.

The City of Edinburgh recorded a trebling of cycling to school and doubling of permission for children to play out after 20mph limits were established.

(2) Belmont Road bus priority measures

This should in most circumstances speed bus journeys slightly into the city, although it does not address queuing earlier in such journeys, e.g. from the Tesco roundabout to Walnut Tree Ave. Has any modeling been done to assess the likely reduction in bus journey times? Are police resources available to enforce? Allowing cyclists to use the bus priority lane would be good.

(8) Holme Lacy Road – further walking and cycling improvements.

The recently installed changes need to be carefully assessed before proceeding with further measures. See the critique in the latest Hereford Civic Society Newsletter. Unnecessary road narrowing has reduced capacity, leading to hold-ups e.g. behind buses at the new bus stop, and more traffic queuing due to increase in traffic light controlled pedestrian crossings, which are rather too close together. Emissions from the increase in static traffic are unpleasant and unhealthy for adjacent pedestrians and cyclists. This scheme does not reduce congestion.

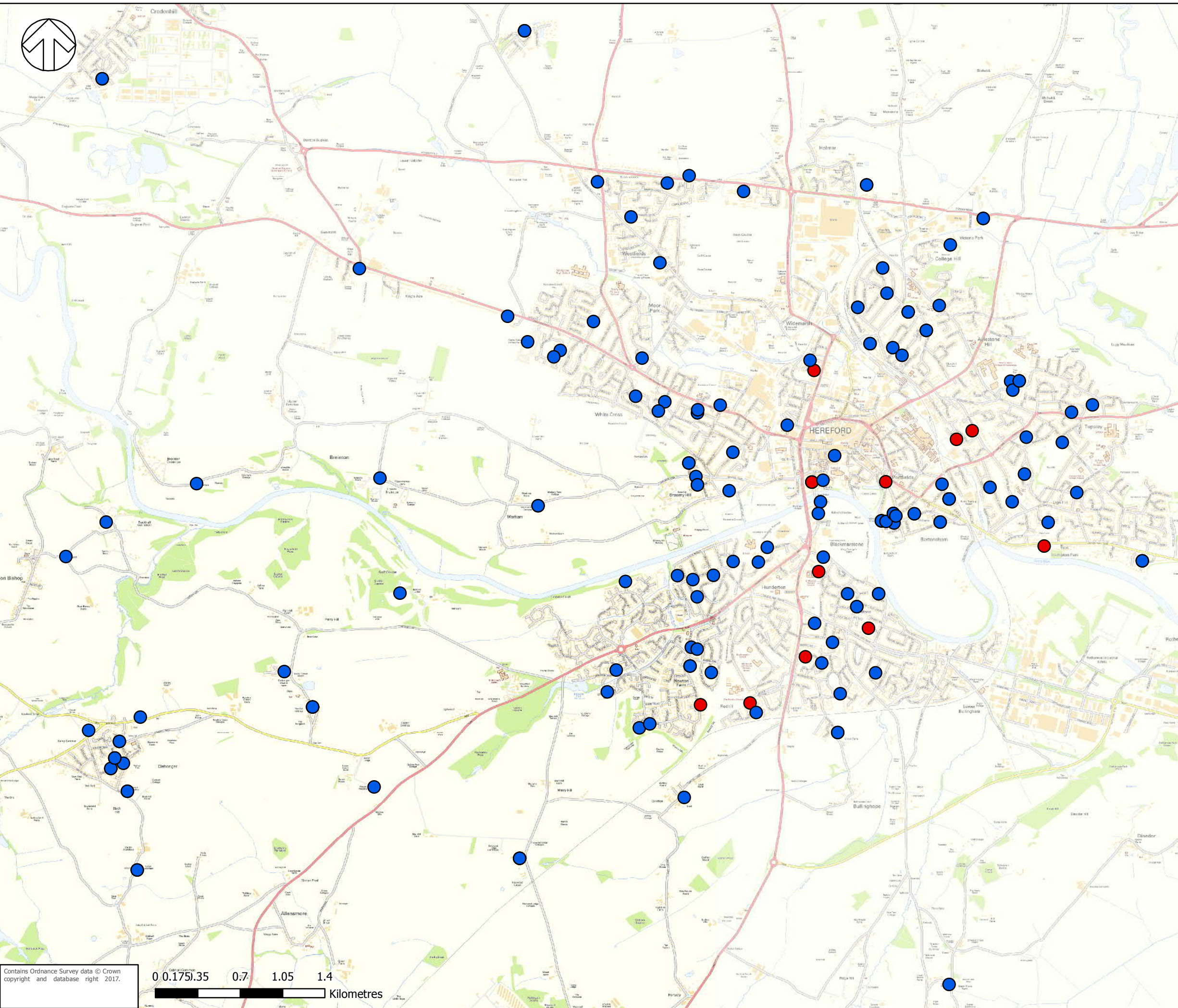
The proposal to re-engineer the railway bridge at the end of Holme Lacy Road / start of The Straight Mile is flawed. The single lane traffic working will cause traffic congestion and delays, and cause frustration to car and freight vehicle drivers. The road there is subject to flooding, which dissuades cycling. The proposed arrangement does nothing to address this problem. Why not widen the bridge?

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Appendix I

DISTRIBUTION OF PETITION SIGNATORIES

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Key

Tram Petition Postcodes

- Likely
- Known

Note: A further 58 signatories fall outside of the map boundary



TITLE:
SWTP Active Travel Consultation

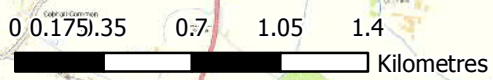
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Tram Petition Signatories by Postcode

FIGURE No:
Appendix J

Scale at A3:
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Drawn: TJ Date: 25/01/2017

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Appendix J

DETAILED QUESTIONNAIRE RESPONSES

	QUESTION	ALL	COMMENTS
1	a) I live in South Wye (205)	62%	331 people answered Question 1. % given is as a proportion of the responses received.
	b) I work at the Hereford Enterprise Zone (HEZ) / Rotherwas Industrial Estate (39)	12%	
	c) I am a regular user of Ross Road (A49) (166)	50%	
	d) I am a regular user of Belmont Road (A465) (219)	66%	
	e) I regularly walk or cycle in Hereford (159)	48%	
	Tick those boxes that apply to you:		

	QUESTION	TOTAL SCORE	OVERALL RANK	COMMENTS
2	a) Reduce congestion and delay	1,721	1	341 people answered Question 2. The score is a weighted calculation. Items ranked first are valued higher than the following ranks. The score is a sum of all weighted rank counts.
	b) Reduce accidents	1,134	2	
	c) Reduce the growth in emissions	1,109	3	
	d) Enable access to developments such as the HEZ	913	4	
	e) Encourage physical activity	886	5	
	f) Reduce traffic noise	831	6	
	Please put the following SWTP objectives in order of importance to you (1 being the most important and 6 being the least important)			

		QUESTION	1 - STRONGLY OPPOSE	2	3	4	5 - STRONGLY SUPPORT	COMMENTS
3	Please score your level of support for each of the possible improvements. Use the space in Question 4 below to make comments on improvements that are of specific interest to you.	(1) 20 mph residential areas (323)	12.1% (39)	8.4% (27)	22.0% (71)	15.8% (51)	41.8% (135)	328 people answered Question 3. % given is as a proportion of the responses received.
		(2) Belmont Road bus priority measures (322)	20.8% (67)	12.4% (40)	26.4% (85)	14.6% (47)	25.8% (83)	
		(3) Belmont Road walking and cycling improvements (320)	9.7% (31)	13.1% (42)	20.9% (67)	19.1% (61)	37.2% (119)	
		(4) Belmont Road weight restriction (321)	9.0% (29)	10.0% (32)	35.8% (115)	17.8% (57)	27.4% (88)	
		(5) Belmont Road (West) walking and cycling improvements (315)	8.3% (26)	12.7% (40)	23.2% (73)	19.4% (61)	36.5% (115)	
		(6) Better walking and cycling routes to Hereford Enterprise Zone (318)	7.9% (25)	13.2% (42)	24.8% (79)	19.5% (62)	34.6% (110)	
		(7) Hoarwithy Road and Hinton Road walking and cycling links (317)	9.8% (31)	13.9% (44)	25.2% (80)	20.8% (66)	30.3% (96)	
		(8) Holme Lacy Road—further walking and cycling improvements (318)	14.2% (45)	15.1% (48)	24.5% (78)	15.7% (50)	30.5% (97)	
		(9) Walnut Tree Avenue / Hunderton Road traffic reduction (322)	16.8% (54)	11.2% (36)	25.5% (82)	18.0% (58)	28.6% (92)	

	QUESTION	ALL	COMMENTS
4	What do you like about the proposed improvements listed in Question 3? (Please use the improvement reference number shown above when writing your comments)	64%	215 people added further comments. % given is as a proportion of all respondents.

	QUESTION	ALL	COMMENTS
5	Are there any other active travel improvements in the South Wye area you would like to see?	63%	210 people added further comments. % given is as a proportion of all respondents.

	QUESTION	ALL	COMMENTS
6	Have you attended a public exhibition?	Yes (123)	330 people answered Question 6. % given is as a proportion of the responses received.
		No (145)	
		Not yet but intend to (62)	

	QUESTION		ALL	COMMENTS
7	a) Did the exhibition meet your expectations? (121)	Yes (82)	68%	123 people answered Question 7. % given is as a proportion of the responses received.
		No (39)	32%	
	b) Was there enough information to answer any queries that you may have had? (118)	Yes (68)	58%	
		No (50)	42%	
	c) Did the venue suit you? (119)	Yes (110)	92%	
		No (9)	8%	
	d) Were the times appropriate? (120)	Yes (105)	88%	
		No (15)	13%	
	e) Were the staff sufficiently informed to answer your questions? (116)	Yes (74)	64%	
		No (42)	36%	

	QUESTION	ALL	COMMENTS
8	How did you hear about the exhibition? (Tick all boxes that apply)	a) Local Poster / flyer (34)	20%
		b) Social Media (50)	29%
		c) Newspaper advert (41)	24%
		d) Local Radio (19)	11%
		e) Word of mouth (49)	28%
		f) Other. Please specify (36)	21%
			174 people answered Question 8. % given is as a proportion of the responses received.

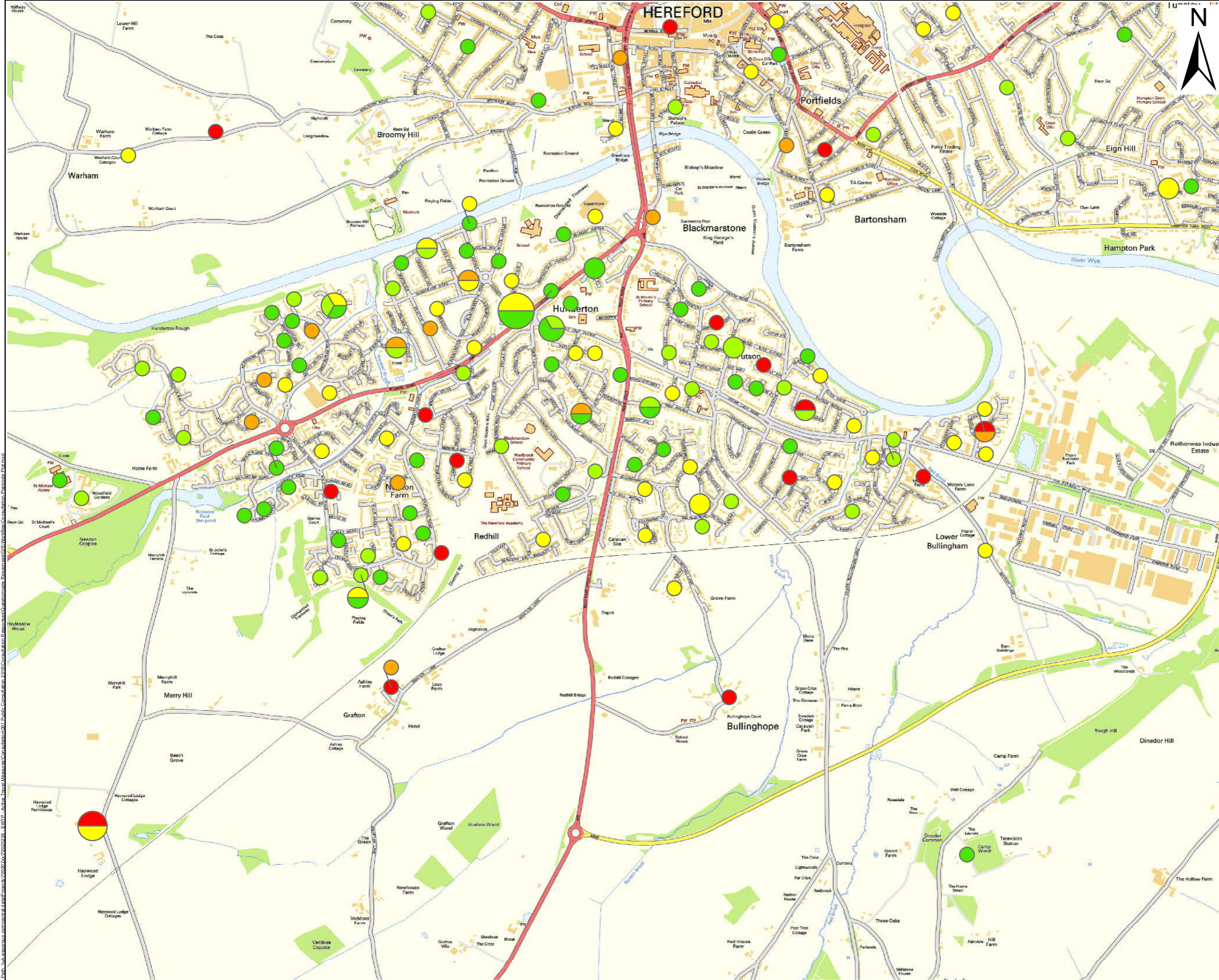
	QUESTION	ALL	COMMENTS
9	Which age group do you belong to?	a) Under 17 years old (1)	0%
		b) 17-24 years old (20)	6%
		c) 25-34 years old (45)	14%
		d) 35-44 years old (61)	18%
		e) 45-54 years old (65)	20%
		f) 55-64 years old (64)	19%
		g) 65-74 years old (48)	15%
		h) 75 years or older (18)	5%
		i) Prefer not to answer (8)	2%
			330 people answered Question 9. % given is as a proportion of the responses received.

QUESTION		ALL	COMMENTS
10	What is your gender?	a) Male (165)	326 people answered Question 10. % given is as a proportion of the responses received.
		b) Female (145)	
		c) Prefer not to answer (12)	

QUESTION		ALL	COMMENTS
11	Do you consider yourself to have a disability?	a) Yes (39)	325 people answered Question 11. % given is as a proportion of the responses received.
		b) No (274)	
		c) Prefer not to answer (12)	

Appendix K

SPATIAL ANALYSIS OF QUESTION 3



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Key

Level of Support for:

Belmont Road Weight Restriction

- 1 Strongly Oppose
- 2
- 3
- 4
- 5 Strongly Support

Size and proportion of charts indicate number of responses from each postcode

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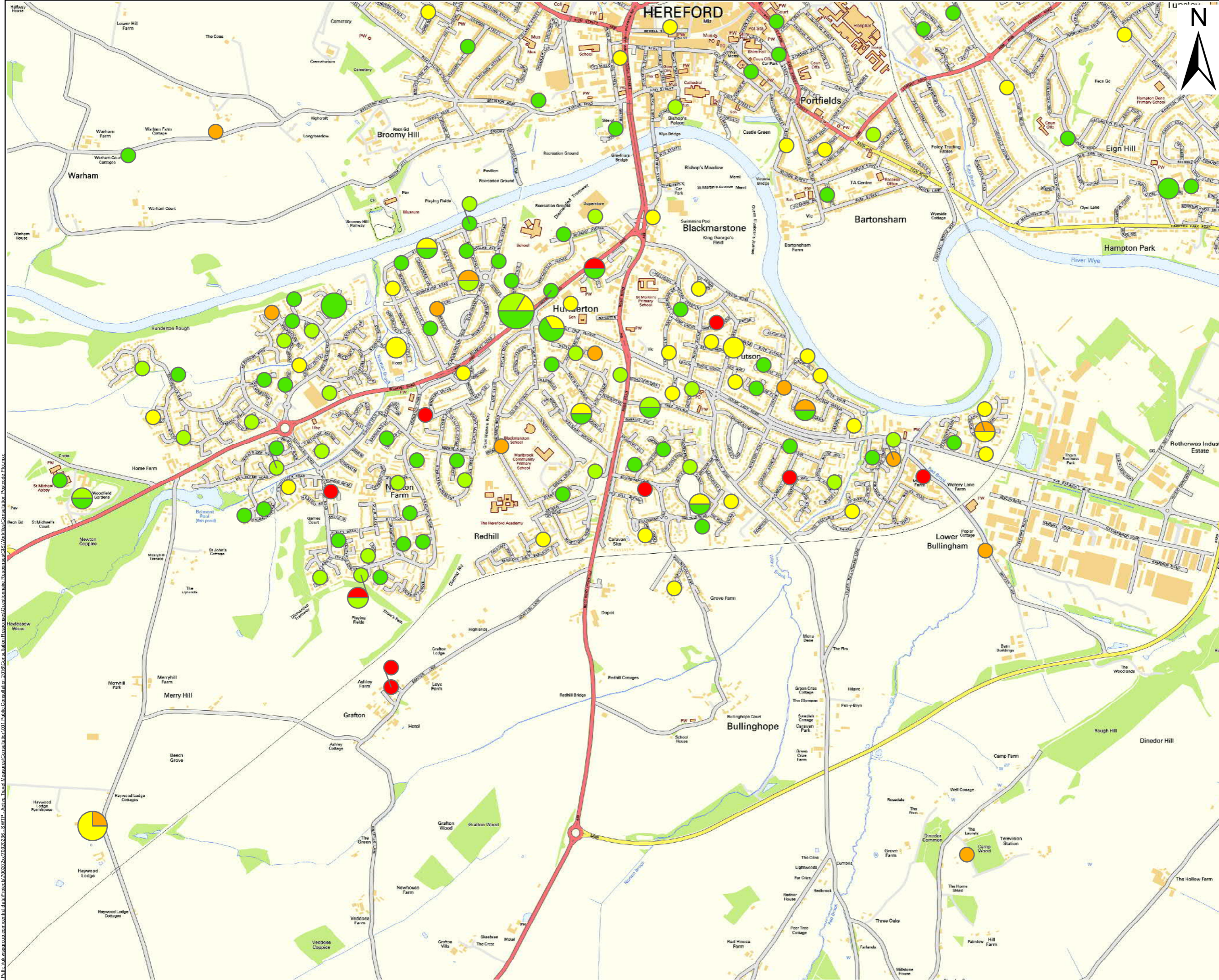
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Key

Level of Support for:
Belmont Road (West) Walking and Cycling Improvements

- 1 Strongly Oppose**
- 2**
- 3**
- 4**
- 5 Strongly Support**

Size and proportion of charts indicate number of responses from each postcode

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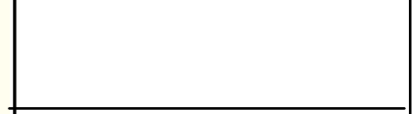
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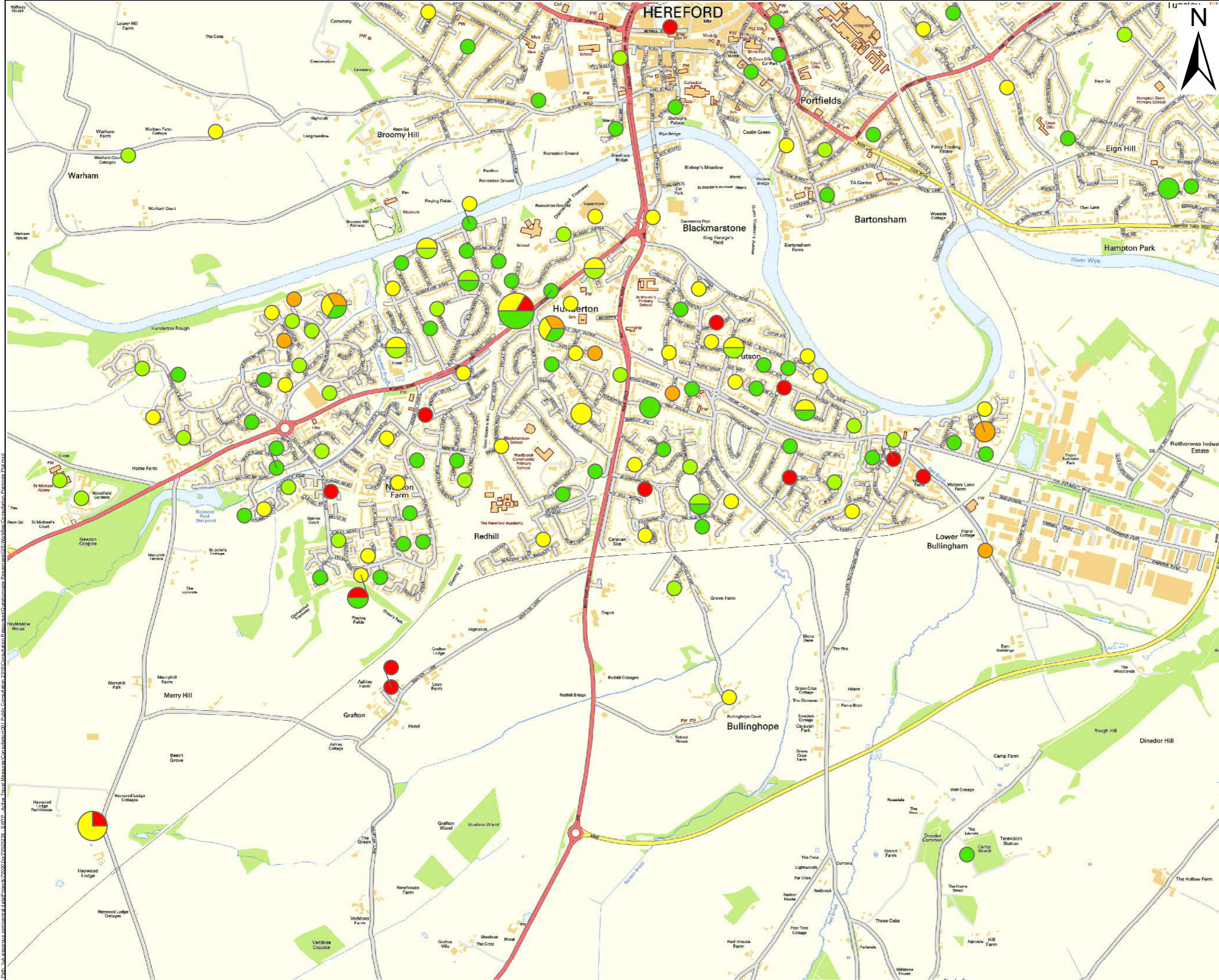
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Key

Level of Support for:

Better Walking and Cycling Routes to Hereford Enterprise Zone

- 1 Strongly Oppose**
- 2**
- 3**
- 4**
- 5 Strongly Support**

Size and proportion of charts indicate number of responses from each postcode

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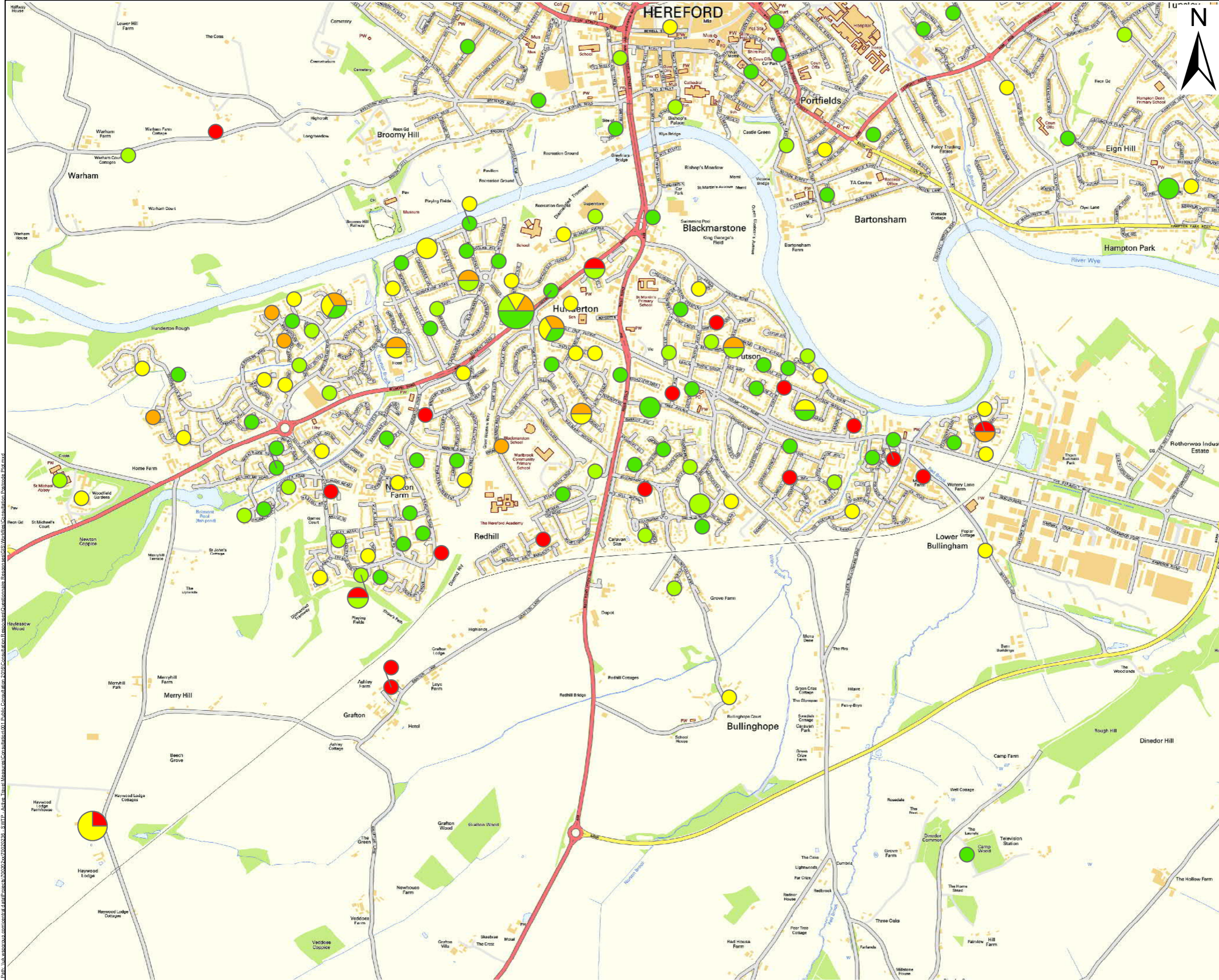
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Key

Level of Support for:
Hoarwithy Road and Hinton Road Walking and Cycling Links

- 1 Strongly Oppose**
- 2**
- 3**
- 4**
- 5 Strongly Support**

Size and proportion of charts indicate number of responses from each postcode

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