

Record of Officer Decision

Decision title:	Traffic Regulation Order Scheme to introduce No Waiting at Any Time (Double Yellow Line) restrictions on various roads within the vicinity of the Whitecross Service Road, Hereford
Date of decision:	10 July 2026
Decision maker:	Group Manager - Streetscene, Network Management and Public Rights of Way
Authority for delegated decision:	Economy and Environment Scheme – Highways and Transport 75. To act on behalf of the council in respect of the legislation specified in the Road Traffic Regulation Act 1984. The authorisation limit is within the financial procedure rules and is sufficient for the decision and that the officer has authority under the contract procedure rules.
Ward:	Whitecross, Kings Acre
Consultation:	An informal residents & businesses consultation exercise was undertaken from 14th January 2026 to 11th February 2026. A summary of the responses received during the informal residents & businesses consultation is included as Appendix C. In response to the feedback received during the initial informal consultation exercise, and following further discussions with the Ward Members, the proposal was modified to reduce the extent of No Waiting at Any Time (Double Yellow Line) restrictions proposed on Whitecross Service Road to allay some of the concerns raised, whilst still aligning with the primary objectives of the scheme. The Proposed Limited Waiting Bay was also removed and additional No Waiting at Any Time (Double Yellow Line) restrictions were also proposed on neighbouring road junctions to allay concerns raised. A Formal (Statutory) Consultation process was undertaken from 24th February 2026 to 17th March 2026, whereby an initial consultation letter and proposal plan was sent to all Statutory Consultees via email. A summary of the responses received during the Formal (Statutory) Consultation process is included as Appendix D. During the Formal (Statutory) Consultation process, the Traffic Management Advisor at West Mercia Police stated they had no objections but requested that the Cliveden Grove junction with Yazor Road be included in the scheme. In response to the feedback from the Traffic Management Advisor, the Cliveden Grove & Sheridan Road junctions with Yazor Road were incorporated into the proposal. The Notice of Proposal stage allowing the general public and Statutory Consultees to issue comments/concerns was undertaken from 28th May 2026 to 19th June 2026. During this process no objections were raised from the Statutory Consultees and three objections were raised from members of the public. A summary of the responses received during the Notice of Proposal stage is included as Appendix E The responses from Statutory Consultees are also summarised below. Whitecross Ward Councillor – Supports the proposal.

	King Acre Ward Councillor – Did not state their support or objection to the proposal but did request that a one-way system be investigated on the Whitecross Service Road. Hereford City Council – Supports the proposal. Traffic Management Advisor (TMA), West Mercia Police – Offered no objections to the proposals. Hereford and Worcester Fire and Rescue Service – Issued no response to the consultation. Road Haulage Association – Issued no response to the consultation. Freight Transport Association – Issued no response to the consultation. West Midlands Ambulance Service – Issued no response to the consultation. BBLP Locality Steward – Supports the Proposal.
Decision made:	Consideration has been given to the receipt of three objections arising from the formal Notice of Proposal for the above titled order. Notwithstanding the receipt of these objections, for the reasons as set out below, it is recommended that a new Traffic Regulation Order be implemented under Sections 1, 2 and 3 of Part I and Part IV of Schedule 9 of the Road Traffic Regulation Act 1984, as proposed in the Notice of Proposal. The effect of the Order will be to introduce additional No Waiting at Any Time (Double Yellow Line) restrictions on Various Roads within the vicinity of the Whitecross Service Road, Hereford. A copy of the advertised Proposal Plan is included as Appendix A. The Notice of Proposal Documents are included as Appendix B.
Reasons for decision:	The scheme originated in response to a request from the Whitecross Ward Member for parking restrictions on and in the vicinity of Whitecross Road and Yazor Road, centring around the Café and Butchers Shop. Therefore, Herefordshire Council set about investigating the potential for a new Traffic Regulation Order that would necessitate any changes within the area under investigation. An on-site assessment with the Ward Member was undertaken in October 2025. During the assessment it was discussed that vehicles were parking up to the junction between Whitecross Service Road & Yazor Road which obstructed the carriageway and created road safety hazards. In particular, vehicles using Whitecross Service Road were frequently required to reverse onto Yazor Road to allow north westbound traffic to pass, as there is insufficient space to pull in safely at the junction. Therefore, as a result of this assessment it was agreed that additional No Waiting at Any Time (Double Yellow Line) Restrictions would be beneficial on Whitecross Road and at the Yazor Road Junction, in order to address the issues mentioned above. Following completion of the initial assessment, an informal residents & businesses consultation exercise was undertaken from 14th January 2026 to 11th February 2026. The consultation received six responses, with one in support and five expressing objections or concerns. The objections surrounded concerns that the proposed yellow lines and limited waiting areas would push parking pressures further along the service road and onto neighbouring streets, increasing issues such as blocked driveways and dangerous junction parking, with suggestions to add double yellow lines at key junctions.

	Several respondents also stressed that reducing parking outside local shops could harm businesses. Alternative suggestions made included introducing a one-way (which is not possible under this TRO scheme) or reducing the footway width and installing nose in parking spaces (which is not possible as most of the kerb is not public highway). A copy of the proposal plan consulted upon, and summary of the responses received during the informal residents & businesses consultation is included as Appendix C. In response to the feedback received during the initial informal consultation exercise, and following further discussions with the Ward Members, the proposal was modified to reduce the extent of No Waiting at Any Time (Double Yellow Line) restrictions proposed on Whitecross Service Road to allay some of the concerns raised, whilst still aligning with the primary objectives of the scheme. The Proposed Limited Waiting Bay was also removed and additional No Waiting at Any Time (Double Yellow Line) restrictions were also proposed on neighbouring road junctions to allay concerns raised. A Formal (Statutory) Consultation process was undertaken from 24th February 2026 to 17th March 2026, whereby an initial consultation letter and proposal plan was sent to all Statutory Consultees via email. A copy of the proposal plan consulted upon, and a summary of the responses received during the Formal (Statutory) Consultation process is included as Appendix D. During the Formal (Statutory) Consultation process, the Traffic Management Advisor at West Mercia Police stated they had no objections but requested that the Cliveden Grove junction with Yazor Road be included in the scheme. In response to the feedback from the Traffic Management Advisor, the Cliveden Grove & Sheridan Road junctions with Yazor Road were incorporated into the proposal. The Notice of Proposal stage allowing the general public and Statutory Consultees to issue comments/concerns was undertaken from 28th May 2026 to 19th June 2026. During this process no objections were raised from the Statutory Consultees and three objections were raised from members of the public. A summary of the responses received during the Notice of Proposal stage is included as Appendix E. One objection stated support for the proposals on Whitecross Service Road, but stated the proposals may worsen existing issues if additional timed No Waiting (Single Yellow Line) restrictions were not introduced opposite the junction near 220–224. The objector stated that parking in this location already obstructs turning movements, particularly for larger vehicles, and restricts residents' ability to access their driveways, contributing to frequent incidents and safety concerns. In response to the objection, the introduction of timed No Waiting (Single Yellow Line) restrictions is not considered to be required, given that parking has not been observed in these locations over the multiple site assessments throughout the TRO process. The concerns regarding access, turning movements, and safety are acknowledged. However, the current proposals aim to strike a balance between where parking is permitted and where it is not in order to retain an appropriate level of on-street parking and avoid being "over-restrictive". Herefordshire Council will monitor the situation following implementation, and further measures may be considered if ongoing issues are evidenced.
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The two other objections were of a similar nature, stating that the proposed No Waiting at Any Time (Double Yellow Line) restrictions would not address the underlying issue, namely the lack of sufficient parking to meet the needs of both residents and local businesses. It was suggested that the proposals could lead to displacement of parking into nearby areas and increase instances of blocked driveways. The objectors proposed alternative measures, including; reducing the width of the footway outside the shops on Whitecross Service Road to provide echelon parking bays, removing the hedge to widen the carriageway, and introducing a dedicated loading bay to better accommodate delivery vehicles serving the businesses.

In response to the objections, the No Waiting at Any Time (Double Yellow Line) restrictions are proposed in order to improve the navigability of these roads and to improve road safety generally for vehicles, cyclists and pedestrians. This will be achieved by preventing inappropriate parking close to junctions and where it causes obstruction for passing vehicles (including emergency service vehicles), congestion and obscures visibility for pedestrians attempting to cross the roads. This would also supplement Rule 243 of the Highway Code (i.e., no parking within 10 metres of a junction). The proposed restrictions only remove parking in locations where it is unsuitable for vehicles to park and as a result no legitimate parking places have been lost under this proposal. Consequently, it is unlikely that a large number of vehicles will migrate to other nearby areas because of this proposal.

In response to concerns that the restrictions could make it more difficult for residents to access their driveways, it should be noted that these driveways are served by dropped kerbs. As a result, vehicles are unlikely to park in a way that would obstruct access.

In response to the comments surrounding reducing the width of the footway on Whitecross Service Road, the majority of this area is not adopted public highway. Consequently, Herefordshire Council are not able to make changes to this area nor install any echelon parking bays. It is also worth noting that the introduction of echelon parking bays here would not be suitable given the existing road geometry and surrounding environment. In response to comments regarding the removal of the hedge or the widening of the carriageway, this falls outside the remit of this TRO scheme, which is for waiting restrictions only.

In response to the comments regarding a loading bay, the introduction of a loading bay would further restrict the parking opportunities in the area outside of the shops and, as such, would reduce the availability of short-stay parking for customers and nearby residents.

A non-committal response was received stating that the major issue in the area was parking on footways and grass verges in the adjoining roads.

In response, footway & verge parking in the areas covered by the proposed restrictions will be subject to enforcement action, as the waiting restrictions will be in effect to the back edge of the adopted public highway. Concerns regarding parking on footways and grass verges on adjoining roads are acknowledged. However, these issues fall outside the remit of this TRO scheme, which is focused on addressing obstructive and unsafe parking on Whitecross Service Road and the neighbouring junctions. Herefordshire Council will monitor the situation on neighbouring streets following implementation, and further measures may be considered if ongoing issues are evidenced.

Herefordshire Council, as the highway authority, has a duty to maintain safety for all road users and the introduction of these restrictions backed by

	a TRO will allow civil enforcement officers to keep these areas clear of parked vehicles. According to the Road Traffic Regulation Act (RTRA) 1984, it is the duty of a highway authority to 'manage their road network' and 'to improve road safety'. Section 122 of the RTRA 1984 states that local authorities must, so far as is practicable, exercise their functions under the RTRA so as to 'secure the expeditious, convenient and safe movement of traffic'. Additionally, Section 1 of the RTRA states the permitted purposes of a TRO which include 'avoiding danger to road users' and 'preserving/improving the amenities in the area'. It is, therefore, prudent that parking should be prevented where it is unsafe to do so 'at any time' on the various roads, in order to ensure vehicles can navigate the roads more easily, unobstructed by inconsiderately parked vehicles close to junctions, bends and at narrow points in the roads. Section 122 of the Road Traffic Regulation Act 1984 also states that local authorities must exercise their functions under the RTRA so as to 'provide suitable and adequate parking facilities on and off the highway'. It is important to maintain a balance when imposing parking restrictions so as not to be 'over restrictive'. The proposals seek to improve road safety and amenity on the various roads, whilst allowing parking where it is safe to do so. The Highway Code Guidance Rule 242 states 'You MUST not leave your vehicle or trailer in a dangerous position or where it causes any unnecessary obstruction of the road'. In addition, Highway Code Rule 243 states 'DO NOT stop or park opposite or within 10 meters of a junction'. In order to ensure that the Highway Code Rules 242 and 243 are complied with, a Traffic Regulation Order comprising the recommended waiting restrictions should be implemented in order to make the current parking habits illegal and enforceable. In conclusion, the proposed additional waiting restrictions will align with sections 1 and 122 of the Road Traffic Regulation Act 1984 by improving road safety, amenity, and navigability through the prevention of inconsiderate parking on the various roads. The proposed restrictions aim to prevent parking at the junctions and where it causes obstruction. Further, it is clear that the proposals are supported by the majority of local residents with only three objections raised during the Notice of Proposal stages. Finally, the proposals are supported by the Ward Councillor for Whitecross. Therefore, it is advised to progress with the recommendations outlined in this report for the reasons set out above.
Highlight any associated risks/finance/legal/equality considerations:	Community impact The recommendations outlined above will have a positive impact on the local community. The implementation of the proposed restrictions will seek to improve road safety and amenity on the various roads. The proposals are, therefore, in alignment with Sections 1 and 122 of the Road Traffic Regulation Act 1984. Environmental Impact Herefordshire Council provides and purchases a wide range of services for the people of Herefordshire. Together with partner organisations in the private, public, and voluntary sectors we share a strong commitment to improving our environmental sustainability, achieving carbon neutrality and to protect and enhance Herefordshire's outstanding natural environment.

The development of this project has sought to minimise any adverse environmental impact and will actively seek opportunities to improve and enhance environmental performance.

Equality duty

The public sector equality duty (specific duty) requires us to consider how we can positively contribute to the advancement of equality and good relations and demonstrate that we are paying 'due regard' in our decision making in the design of policies and in the delivery of services.

The recommendations set out in this report are considered to be low impact with regards to equality. The restrictions aim to improve road amenity and safety, thus paying regard to the council's duty according to the Equality Act 2010 as set out below.

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

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

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

Any impact as a result of the scheme will be equal to all parties.

See Appendix F of this report for Equality Impacts and Needs Assessment (EINA).

Resource implications

The cost of the implementation of the proposals is approximately £12,000. This includes costs for statutory consultation, preparing and making the TRO, signage, road markings and advertising. This cost has been identified from this year's existing budgets in the current Annual Plan.

Legal implications

The introduction of a new TRO under Sections 1, 2 and 3 of Part I and Part IV of Schedule 9 of the Road Traffic Regulation Act 1984 will be required.

Part 2 of the Local Authorities' Traffic Orders (Procedure) (England and Wales) Regulations 1996 ('the 1996 Regulations') lays out the procedure prior to making an order. Regulations 6 and 7 require the Council as Highway Authority to undertake a formal consultation on the TRO and publish the proposals. Regulation 8 allows for any person or persons to make objections and requires that the Council, as Highway Authority, consider any objections received after the formal statutory consultation process, (which includes advertising in a local newspaper).

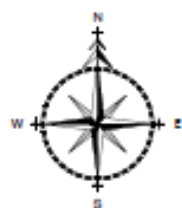
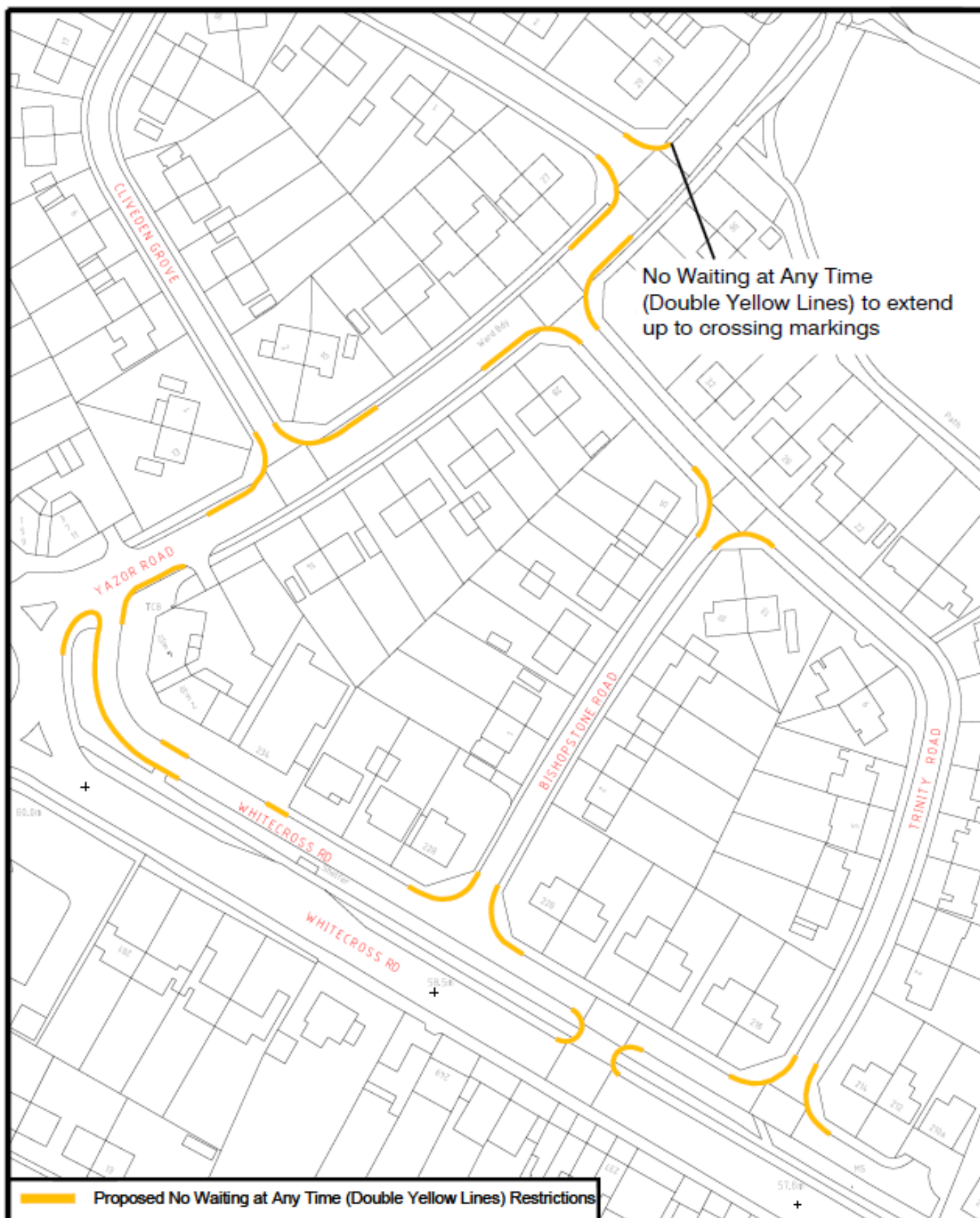
The Council has discretion to amend its original proposals if considered desirable, whether or not in the light of any objections or comments received, as a result of such statutory consultation. If any objections received are accepted, in part or whole, and/or a decision is made to modify the original proposals, if such a modification is considered to be substantial, then steps

	must be taken for those affected by the proposed modifications to be further consulted in accordance with Regulation 14 of the 1996 Regulations. The Council has received three objections to the proposals. If the Council proceeds to make an Order, it will be necessary within 14 days of the order being made it is necessary in accordance with regulation 17 of the 1996 Regulations to publish a notice of making in a newspaper circulating in the area in which any road or place to which the Order relates is situated. The Order cannot come into force before the Order has been publicised in accordance with these requirements. The time period for challenge is three months from the date of the making of the Order. Risk management The Local Transport Plan sets out to reduce the number and severity of casualties on the highway network in Herefordshire and provide a highway network that is safe and efficient. A Key Performance Indicator is contained in this Local Transport Plan and details a locally set target for a reduction in fatal or serious injuries on the highway network. The adoption of the recommendations in this report would contribute to these objectives in the Local Transport Plan. It is important for safety, and their effectiveness that parking restrictions are imposed appropriately having regard to the type of factors considered in this report. This is the case on the various roads within the vicinity of the Whitecross Service Road. There is a risk that vehicles may migrate to other parts of the roads in question. However, the proposed restricted area is targeted at preventing parking in locations where it is unsafe to do so including junctions and narrow sections of carriageway. In addition, vehicles no longer parking within the proposed restricted area is considered a positive given the nature of the sections of road included on which it is felt parking is not safe or considerate.
Details of any alternative options considered and rejected:	Not to make any changes to the current restrictions – This is not recommended as it would fail to address the current issues pertaining to inconsiderately parked vehicles on these roads. At present, parking habits consist of vehicles parking inappropriately where it causes obstruction and at junctions, which is in contravention to Highway Code guidance and creating a hazard for vehicles attempting to navigate these junctions. Therefore, it is pertinent that waiting restrictions are implemented to ensure safe, convenient, and expeditious movement of vehicles (including emergency service vehicles) here. Overall, the proposed restrictions are in alignment with sections 1 and 122 of the Road Traffic Regulation Act 1984. Not to proceed with the recommendations would be in direct conflict to the desires of the majority of the local residents and Local Member.
Details of any declarations of interest made:	None

Signed:

Date: 10 July 2026

Please ensure that signatures are redacted before publishing.



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NOTES
1. THESE PLANS AND SPECIFICATIONS ARE FOR THE PURPOSE OF THE PROPOSED WORKS ONLY. THEY ARE NOT TO BE USED FOR ANY OTHER PURPOSE.
2. THE PROPOSED WORKS ARE SUBJECT TO THE APPROVAL OF THE LOCAL AUTHORITY.
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4. ALL WORKS MUST BE COMPLETED WITHIN THE SPECIFIED TIME FRAME.
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ADL Job No. **3409-201**

Project	Whitecross Road Hereford			
Title	Proposed No Waiting at Any Time Restrictions			
Date	March 2026	Drawn	WC	
Checked	TH	16.03.26	Approved	TH
Drawn	TH	16.03.26	Checked	TH