



Key Outcomes of Consultation

- Retaining buses seen as single most important issue
- Support for:
 - Area based strategies for Hereford and Rural Areas/Market Towns
 - car parking strategy for Hereford
 - Core bus network
 - Approach to maintenance
- Desire for simplified document with less technical jargon

Overview for LTP

- Covers 2013/14 to 2014/15
- Focus on delivery – what we are going to do
- Consolidating various delivery programmes – LTP, capital programme, LSTF, development led
- Reflecting proposals emerging from R&B reviews
- Eye on longer term strategy and on going coordination with LDF
- Linkages with Local Transport Body and Major Scheme Funding process

Strategy

- **Core Purpose:**

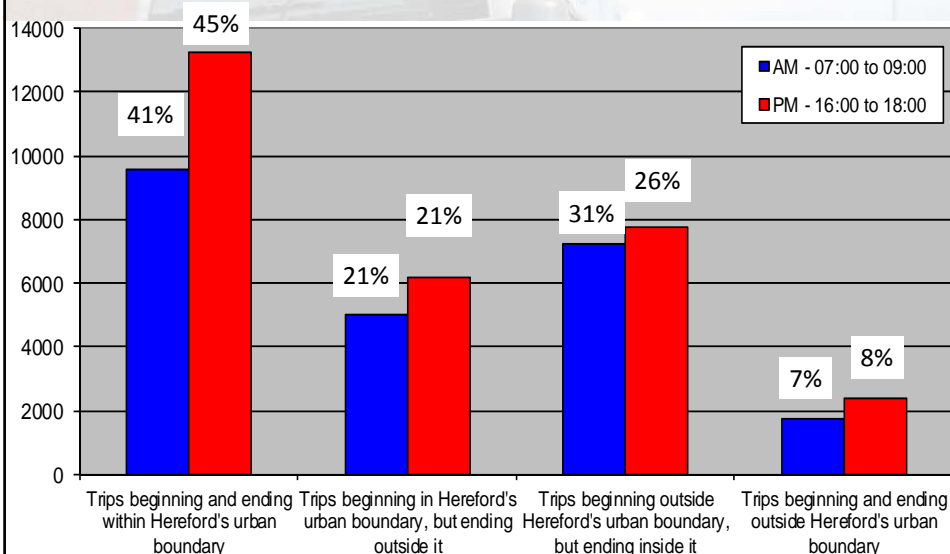
- To deliver a cleaner, healthier more prosperous county
(Create and maintain a successful economy)
- To maintain connectivity for all and to reduce social isolation of the elderly and those without access to a car
(Enable residents to be independent and lead fulfilling lives)

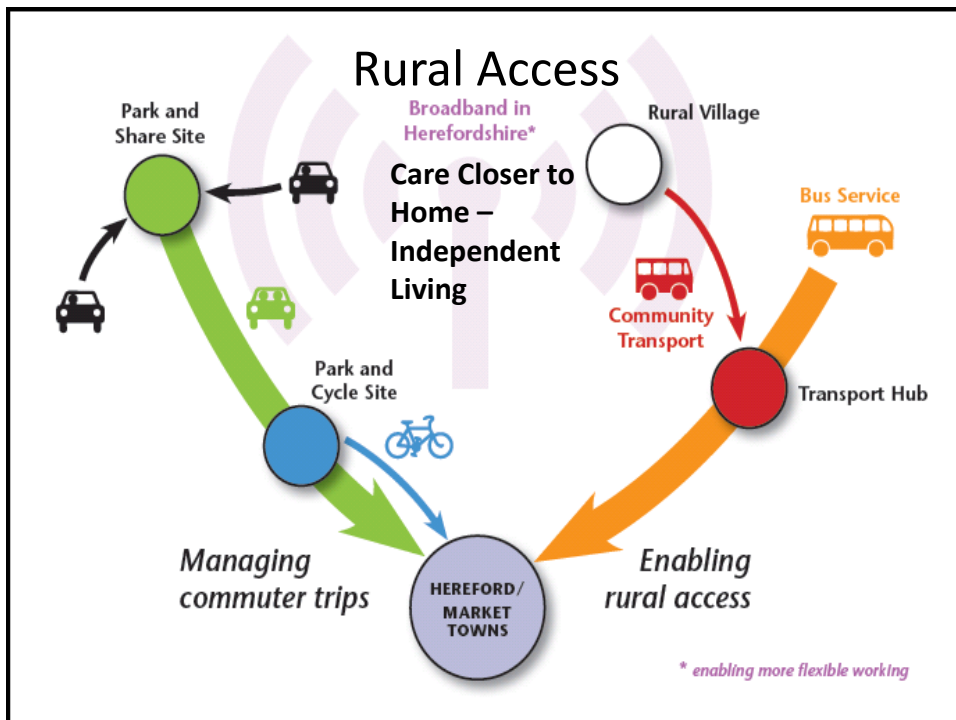
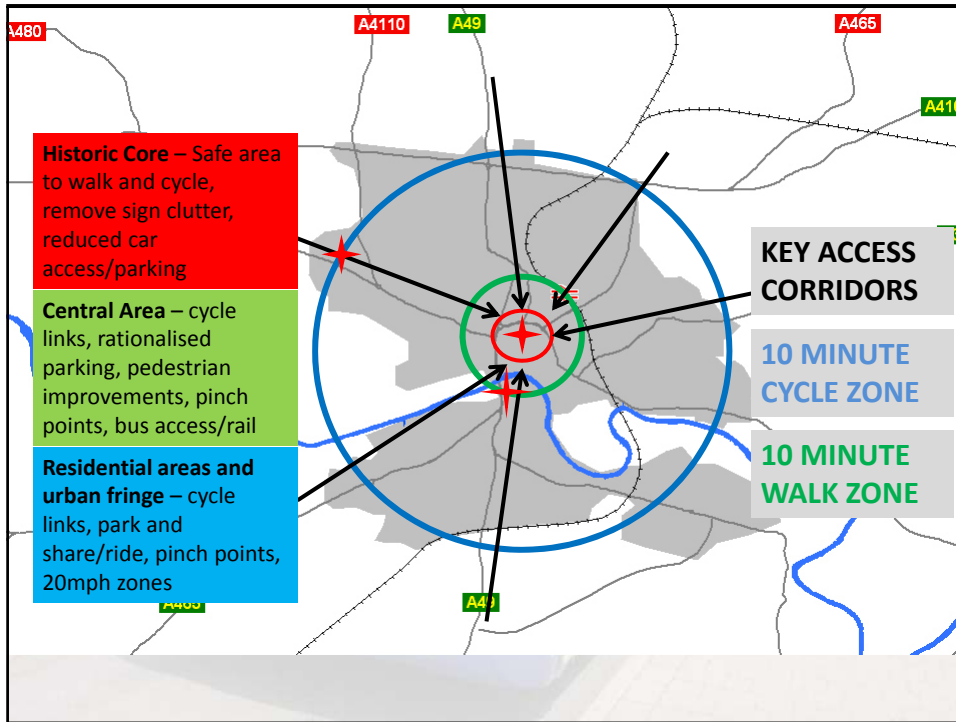
- **Hereford City Vision**

- **Maintaining Rural Access**

- **Delivery programmes for 2013/14 to 2014/15**

Peak Period Travel in Hereford







Hereford City

- **Historic Core**
 - Area wide 20mph scheme, cycle access, sign de-clutter, partnership to develop tourism signing and events
- **Central area**
 - Integrated retail expansion, cycle and pedestrian links, pinch points
 - Rationalise parking as opportunities arise
- **Residential areas and urban fringe**
 - Connect 2 – access to Rotherwas, cycle routes, park and share/ride sites
 - Destination Hereford – focus on short trips in urban area with businesses, schools and residents

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Rural Areas and Market Towns

- **Passenger Transport**
 - Redesigning services around the core network to improve VfM and maintain access
 - Further development of park and share
- **Maintaining the network and keeping it safe**
 - Asset management approach to achieve VfM
 - Emphasis on capital investment to move away from reactive maintenance
 - Continue targeted programme of safety improvements and education

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How will this help residents?

- Older people – retaining bus services and access in rural areas
- Workers and businesses – focus on peak hour travel to ease congestion in Hereford
- Parents and school children – support for reducing car use on the school run
- Rural residents – maintaining the highway network for access and keeping it safe
- Hereford residents – focus on changing behaviour for short trips and healthier modes of travel

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Next Steps

- Cabinet – 21 February
- Council – 8 March
- On going linkage with Core Strategy 2013/14

