

Herefordshire Council

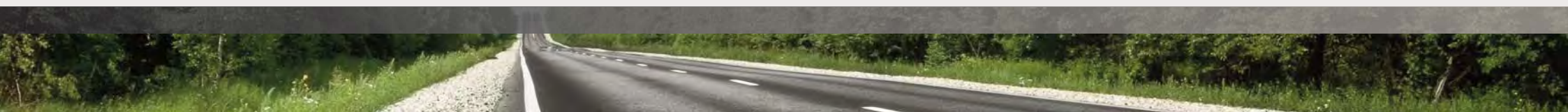
Local Transport Plan (2013/14 - 2014/15)

Policy



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Introduction

The purpose of our Local Transport Plan (LTP) is to ensure the council has a clear plan for investment in the transport network to support economic growth, encourage healthier lifestyles, maintain connectivity, maintain the safety of our transport network and improve the quality of our roads and other transport assets.

This LTP Policy Statement document details our policies to support the delivery of our transport plans identified in our LTP. They will be reviewed periodically to ensure they remain relevant and fit-for-purpose.

The LTP has two main focuses:

- Reducing congestion in Hereford City and increasing accessibility by less polluting and healthier forms of transport than the private car. We aim to:
 - Reduce short distance car based trips transferring as many as possible to less polluting and healthier modes such as walking and cycling,
 - Reduce the impact of car access in the historic core through traffic management and sign de-cluttering;
 - Support the regeneration of the central area by facilitating city centre expansion, ensuring integration with the existing shopping area; and
 - Support the successful investment in jobs at the Rotherwas Enterprise Zone by ensuring that its expansion can be accommodated within highway network constraints.
- Maintaining access for rural residents and people without access to a car. We aim to:
 - Ensure that the County's extensive highway network remains fit for purpose and safe for the travelling public;
 - Review passenger transport services to ensure that we can continue to provide access for those most in need; and
 - Provide alternatives for longer distance commuters so that they can also reduce their car use and adopt healthier lifestyles.

Where recurring congestion is an issue we will use our Network Capacity Management Hierarchy to address the problem.

- Step 1 - Demand Management - Use smarter choices to promote alternatives to solo car use. For more information see our Health and Wellbeing Travel Strategy.
- Step 2 - Network Management - Specific local congestion issues which can often be improved through improvement, monitoring or enforcement of highway restrictions. See Policy LTP HN2.
- Step 3 - Targeted engineering improvements – Engineering improvements at specific junctions to improve their operational capacity.
- Step 4 - Road Widening - Widening the existing highway thereby increasing the capacity of individual highway links.
- Step 5 – New Road Building - Construction of new road links.



LTP Objectives

Table 1 identifies the links between our LTP themes and objectives.

Theme	Objectives
Passenger Transport	<ul style="list-style-type: none"> • Maximise accessibility and connectivity within Herefordshire by increasing awareness of all travel options available especially for those without access to a private car; and • Increase efficiency of passenger transport through greater coordination of services.
Walking and Cycling	<ul style="list-style-type: none"> • Reduce the number of short distance car journeys within Herefordshire by providing practical transport choices to support sustainable travel behaviour; • Support everyday physical activity to improve the health and wellbeing of Herefordshire's residents; • Encourage sustainable travel choices by reducing the safety risks associated with their use; and • Improve Herefordshire's streetscape for residents, shoppers and visitors.
Transport Safety	<ul style="list-style-type: none"> • Reduce the number and severity of accidents in Herefordshire by reducing the conflicts between different modes of transport, and reducing speeding and drink/drug driving; and • Provide a transport network that is safe and efficient and that provides a positive journey experience
Highway Network Development	<ul style="list-style-type: none"> • Support economic growth within Herefordshire by reducing congestion and improving journey time reliability; • Ensure access to housing and employment sites including the Rotherwas Enterprise Zone; • Reduce the environmental impacts of traffic particularly CO2, air quality and noise; and • Minimise the impact of transport on biodiversity, water quality, heritage landscapes and townscapes.
Highways Maintenance	<ul style="list-style-type: none"> • Protect Herefordshire's transport network from extreme weather; and • Improve the condition of our roads, footways and cycle-ways, bridges, milestones, signage and street furniture and sustain their condition.

Our LTP contains two delivery plans:

- **Hereford Transport Plan**, which includes Hereford City and its adjacent rural area including the Rotherwas Enterprise Zone and the villages of Clehonger, Hampton Bishop, Lugwardine and Withington;
- **Rural Herefordshire and Market Towns Transport Plan**, which includes the market towns of Bromyard, Kington, Ledbury, Leominster, Ross-on-Wye and the villages and rural areas not covered by the Hereford Transport Strategy.



This policy statement contributes towards the delivery of the following LTP Objectives

- Support economic growth within Herefordshire by reducing congestion and improving journey time reliability;
- Ensure suitable access to housing and employment sites including the Rotherwas Enterprise Zone;
- Encourage sustainable travel choices by reducing the safety risks associated with their use;
- Provide a road network that is safe and efficient and that provides a positive journey experience;
- Protect Herefordshire's highway network from extreme weather; and
- Improve the condition of our roads, footways and cycle-ways, bridges, milestone, signage and street furniture and sustain their condition.

Asset Management covers the following assets:

- Roads with associated verges and drains
- Public Rights of Way
- Bridges and other structures
- Streetlights
- Drainage gullies and highway drainage systems
- Traffic signal sets including Urban Traffic Management Control (UTMC) equipment
- Pedestrian crossings
- Road signs
- Road markings
- Safety fences
- Trees
- Footways and cycleways
- Park and Ride facilities (once developed)
- Bus stops

This policy statement sets out our policies to ensure, through sound asset management, the safety, availability, reliability and long-term integrity of our public highway network. The public highway consists of any verge, footway, cycleway, carriageway, bridleway or footpath over which the public has a right of way. We will take every opportunity to increase the wider benefits of highway asset maintenance by integrating improvements and the core maintenance activity.

In line with best practise we are working towards ensuring that our highway assets are valued along the same lines as commercial assets and that the disciplines of replacement value and depreciation are applied. Consequently the management, maintenance, renewal and replacement of our transport assets must be subject to prioritisation based on sound asset management practices, planning our actions, focusing resources and measuring the impact of what we do.

Asset management facilitates better decision-making by supporting engineering judgement with financial, economic and engineering analysis. It helps us to better understand and manage the relationship between whole life cost and performance and provides the evidence base for our investment decisions.

Policy LTP AM1 Accounting and Managing the Value of our Transport Assets

In line with Government policy, we will adopt a set of accounting and management principles which will ensure that the value, depreciation and investment of the transport assets are effectively managed.

Cost-Effective Asset Management

Resource constraints make it essential that we direct resources towards the highest priorities and the most effective ways to address these.

We will undertake highway surveys each year to measure various elements of highway condition. This includes a SCANNER survey, which measures the road condition, cracking, rutting, and other deformation, and a SCRIM survey which measures the texture of the road and the likelihood of vehicles skidding in wet weather.

We also analyse results from the annual Highways and Transportation Public Satisfaction Survey, the Highway Safety Inspection Survey and the views of parish councils and locality areas.

The data produced by these surveys is analysed by engineers to identify the work required to maintain the highway.

Policy LTP AM2 Cost-Effective Asset Management

We are moving to a system of planned interventions designed to preserve, maintain and enhance our transport assets, combined with the use of a whole-life cost/benefit approach to determine the most effective approach to delivery based on:

- The collection and analysis of good-quality, timely information on the condition, function and past record of all assets.
- Timely intervention to correct defects before they cause more fundamental problems
- Research into more effective asset management approaches
- Being clear on service levels across the network and at each locality, matching asset condition to need.



Delivering effective maintenance

Policy LTP AM3 Deliver effective maintenance

We will deliver effective maintenance across the different asset categories:

- Maintain each asset class in the light of their function, characteristics, opportunities and risks:
- Carriageways (including Byways Open to All Traffic (BOATS) but not unbound byways). Maintenance of carriageways will be planned and implemented according to the function of the road, information on its condition and the likely usage.
- Road markings and studs which are a key element of the efficient and safe operation of the highway. Following a comprehensive survey and review in 2009, the system of identifying problems has been improved, and we will build upon this as we improve the system of proactive and preventative maintenance.
- Vehicle safety fences which mitigate risks posed to highway users by hazards or to protect assets from damage. Covers reactive maintenance (e.g. vehicle strikes) as well as routine and preventive maintenance and improvements as part of wider maintenance schemes.
- Traffic calming, primarily to reduce the adverse effects of traffic around schools and in urban areas. Inspected, managed and maintained as part of the general inspection process.
- Structures, including bridges and structures which impinge in any way within the footprint of the highway or which affect the support of the highway or adjacent land. As well as the structures themselves, there are key components with finite lives such as bridge bearings. Regular inspection and maintenance is critically important.
- Footways and cycle routes. These are segregated facilities, excluding on-carriageway cycle lanes (part of the carriageway and associated assets) and footpaths as detailed in the Rights of Way Improvement Plan (ROWIP). Although the primary purpose of these assets may be used by pedestrians and cyclists, categorisation, inspection and maintenance processes must take into account other uses, including vehicular access to premises.
- Highway drainage, including the drainage of the highway itself and the drainage of land or premises onto or adjacent to the highway. This is a critical aspect in terms of safety, serviceability and sustainability. The Land Drainage Act provides specific powers and responsibilities as does the Highways Act, and the Flood and Management Act, which the council is the lead local flood authority.
- Public Rights of Way are detailed in the Public Rights of Way Improvement Plan
- Lighting and illuminated signs, with specific emphasis on the role in community and road safety and the potential to make significant energy, whole-life cost and environmental improvements.
- Traffic signals and signalised crossings, with significant emphasis on maximising safety and capacity.
- Bus stops and shelters. A process of inspecting and rating shelters according to condition has been recently introduced.
- Soft estate and highway trees. Soft estate consists of verges and boundaries to the highway. We will ensure that these areas and all highway trees are actively and effectively managed.

Maintaining a safe efficient highway network

We will focus resources through the use of a clearly defined roads hierarchy (based on the different classes of road) combined with information on network condition. This will enable us to meet the expectations of our communities, businesses and road users on different classes of road, providing Herefordshire with a reliable and safe highway network.

Hierarchy Description	Type of Road General Description	Detailed Description
Strategic Route	Principal 'A' roads between Primary Destination.	Routes for fast moving long distance traffic with little frontage access or pedestrian traffic. Speed limits are usually in excess of 40mph and there are few junctions. Pedestrian crossings are either segregated or controlled and parked vehicles are generally prohibited.
Main Distributor	Major Urban Network and Inter-Primary Links. Short - medium distance traffic (A and B Class).	Routes between Strategic Routes and linking urban centres to the strategic network with limited frontage access. In urban areas speed limits are usually 40mph or less, parking is restricted at peak times and there are positive measures for pedestrian safety.
Secondary Distributor	Classified road (B and C class) and unclassified urban bus routes carrying local traffic with frontage access and frequent junctions.	In rural areas these roads link the larger villages and HGV generators to the Strategic and Main Distributor Network. In built up areas these roads have 30mph speed limits and very high levels of pedestrian activity with some crossing facilities including zebra crossings. On street parking is generally unrestricted except for safety reasons.
Link Road	Roads linking between the Main and Secondary Distributor Network with frontage access and frequent junctions.	In rural areas these roads link the smaller villages to the distributor roads. They are capable of varying width and not always capable of carrying two-way traffic. In urban areas they are residential or industrial interconnecting roads with 30mph speed limits, random pedestrian movements and uncontrolled parking.
Local Access Road	Roads serving limited numbers of properties carrying only access traffic.	In rural areas these roads serve small settlements and provide access to individual properties and land. They are often unsuitable for HGV. In urban areas they are often residential loop roads or cul de sac.
Rural Access Lanes	Partially unmetalled roads serving occasional rural properties and providing access to the countryside carrying only access traffic.	



Policy LTP AM4 Maintaining a safe, efficient highway network

We will maintain a safe, efficient highway by:

- Ensuring that the prioritisation of maintenance works on carriageways and associated assets is based on the road function as set out in the roads hierarchy.
- Using the Skid Resistance Policy to manage the risk of wet-road skidding.
- Using effective inspection and information management to target resources.
- Undertaking winter maintenance in line with the winter service plan for carriageways, footways and cycleways.
- Managing drainage to keep surface water from the carriageway.
- Maintaining and where necessary strengthening bridges and structures to ensure that they meet their functional requirements.
- Providing and maintaining street, footway and cycleway lighting and illuminated signage.
- Maintaining and improving traffic signals and signage to improve highway capacity, road safety and to meet the accessibility requirements of our communities.

Reducing our Environmental Impact and Responding to Climate Change

Highway maintenance requires significant natural resource, including energy. It also generates large amounts of waste and can affect heritage sites and the natural environment. We will work to reduce the negative impact of these activities and, where possible, support environmental enhancements. In addition, climate change is likely to bring about new demands in terms of more extreme weather events, more intense rainfall, snowfall and landslides.

Policy LTP AM5 Reducing our Environmental Impact and Responding to Climate Change

Whenever possible, we will adopt practices which reduce demands for natural resources and which minimise negative local environmental impacts. We will also take advantage of any suitable opportunity to deliver environmental improvements as part of our maintenance activities. We will also adapt our maintenance planning to take account of the likely impacts of climate change.

This will include:

- Use early interventions, such as surface dressing, to preserve assets and avoid having to take more resource-intensive intervention.
- Use recycled materials where possible to reduce resource and energy demands.
- Dispose of waste with regard to environmental impacts and the potential to enable environmental improvements.
- Investigate new and innovative approaches to maintenance.
- Reduce the energy consumption of street lighting, illuminated signs and traffic signals through the use of LED technology and appropriate 'trimming and dimming' approaches.
- Actively review the resilience of our assets and networks in the light of climate change and adjust the maintenance regimes to meet these challenges.
- Ensure that the needs of sustainable travel modes are given sufficient priority to help encourage their use.
- Consider the potential for environmental improvements to be linked to our maintenance activities.

Managing Changing Demand, including new developments

Demand on the highway network is not static. New developments can change the volumes and types of vehicle using a section of route or junction significantly. We will be mindful of planned developments to ensure that we can meet such changes in demand.

Where developments significantly alter the nature of an area and it requires the use of different maintenance materials and techniques, we will require developers to pay a commuted sum towards the maintenance of these items. Where appropriate, Section 278 and Section 38 Agreements will include the provision for commuted sums towards the maintenance of such items.



Policy LTP AM6 Managing Changing Demand, including new developments

Whenever possible, we will be mindful that our maintenance planning acknowledges planned developments to ensure that we can maintain the highway network to an acceptable standard where it meets future demand originating from changes in highway use.

This will be achieved by:

- Working with spatial planners, developers and communities on appropriate approaches to materials and their on-going maintenance requirements, including the adoption of enhanced standards
- Requirement for commuted sums will be assessed for each site prior to the drafting of Section 278 and Section 38 Agreements
- Consulting with and engage local communities and businesses to better understand their requirements
- Publishing the forward maintenance programme and consult with other agencies and communities to enable additional funds to be sourced to bring about further enhancements alongside planned maintenance activities
- Preparing 'packages' of schemes which incorporate maintenance elements alongside other components in order to deliver network capacity, safety and environmental improvements



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- Encourage sustainable travel choices by reducing the safety risks associated with their use;
- Reduce the number and severity of road traffic accidents in Herefordshire by reducing the conflicts between different modes of transport, and reducing speeding and drink/drug driving;
- Provide a road network that is safe and efficient and that provides a positive journey experience; and
- Improve the condition of our roads, footways and cycle-ways, bridges, milestones, signage and street furniture and sustain their condition.

We will continue to use a combination of education, enforcement and engineering approaches. We will focus particularly on the following, taking into account national guidance but focusing on specific local issues:

- Tackling all incidences of killed or seriously injured casualties on the county road network including:
 - Reducing risk amongst young and older drivers
 - Continued reduction in child casualties
 - Reducing pedestrian and cyclist casualties
 - Reducing motorcyclist casualties
- Tackling illegal and inappropriate speeds
- Targeting poor road user behaviour such as drink and drug drivers
- Tailoring treatments to address localised issues

Minor Safety Improvements

Maintaining the county's highway asset is a key determinant for a safe highway network. There are a number of improvements that can be made to road environments to reduce the risk of accidents or the severity of accidents if collisions occur. The close working relationship and shared delivery teams programme between highway maintenance and minor safety improvements ensures the road network is of high quality and schemes are delivered in a cost effective manner. A variety of methods are used to identify areas of the network requiring attention and treatment. These include:

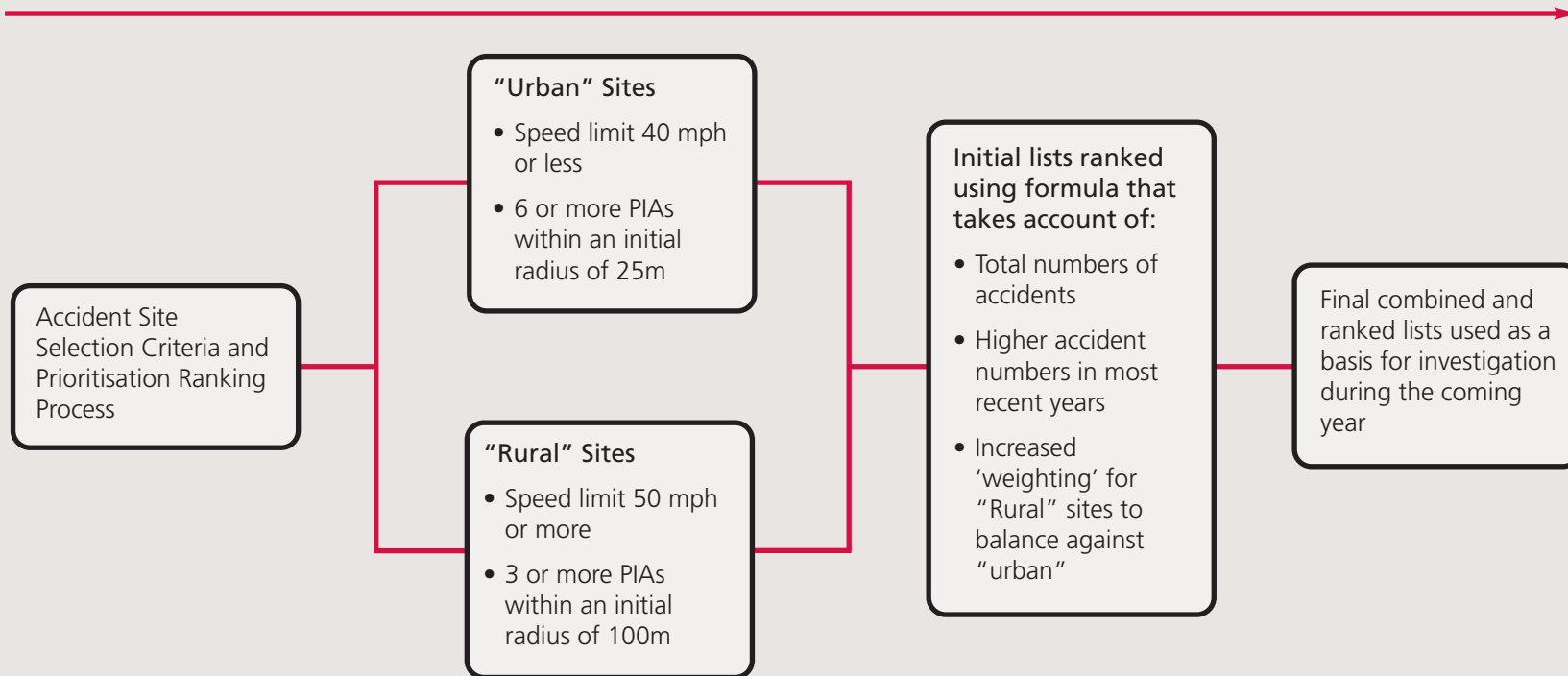
- Cluster Site Identification
- Route Investigations
- Mass Action Treatments
- Safety Audits



Policy LTP RS1 – Minor Safety Improvements

We will analyse our KeyACCIDENT database to identify the geographical areas or routes with the highest levels of personal injury collisions, undertake detailed collision site/route investigations to identify specific areas of concern as well as establish solutions at these sites and implement cost effective safety improvements on a prioritised basis using our scheme prioritisation process.

Accident Site Selection Criteria and Prioritisation Ranking Process



Education, training and publicity

We recognise the importance of raising awareness of behaviour that can increase risk. Activities to raise awareness are generally low cost and provide good value for money having the combined benefit of increasing road user confidence as well as helping to reduce the risk of accident and injury. Education and training for walking and cycling, and targeted campaigns and events particularly with school pupils, assists in expanding road safety knowledge, reducing fear, and encourages more active travel.



Policy LTP RS2 – Road Safety Education, Training and Publicity

We will work in partnership with schools and emergency service providers to deliver road safety education, training and publicity activities. Activities will include:

- Providing three levels of 'Bikeability' cycle training to primary and secondary school level pupils as well as adults.
- Undertaking road safety presentations to pre-school children and parents to help them understand the importance of pedestrian safety and in-car safety measures.
- Distributing road safety packs at schools to parents of all children who are starting school for the first time and provide all primary schools the opportunity to join the road safety officers' scheme.
- Contacting each school within the county and when requested carry out road safety presentations including pedestrian and cycle safety.
- Undertaking and supporting targeted road safety events at schools across the county including 'Crucial Crew' events with Year 6 pupils.
- Targeted road safety campaigns linking with national and regional initiatives, focusing on tackling high risk minority road user behaviours including drink driving and drug use.
- Managing the School Crossing Patrols service.
- Providing pedestrian road safety training with Year 3 pupils.
- Providing 'Pass Plus' and Older Driver Refresher training programmes, where budget is available, to provide further road safety training to improve driver's skills.
- Assistance for schools and parents to set up 'walking buses' as a means of encouraging sustainable travel to school and also as an alternative in rural areas where School Crossing patrols are not justified.



This policy statement contributes towards the delivery of the following LTP Objectives

- Minimise the impact of transport on biodiversity, water quality, heritage landscapes and townscapes;
- Encourage sustainable travel choices by reducing the safety risks associated with their use;
- Reduce the number and severity of road traffic accidents in Herefordshire by reducing the conflicts between different modes of transport, and reducing speeding and drink/drug driving; and
- Provide a road network that is safe and efficient and that provides a positive journey experience

In 2010 we undertook a review of speed limits on all A and B class roads throughout the County. This was in the context of a Department for Transport (DfT) request that highway authorities review the suitability of all the prevailing speed limits along the entire length of all of their A and B class roads. This encompassed all 60 mph national speed limits and all 70 mph national speed limits on dual carriageways. Our review was carried out in accordance with the DfT Circular 01/2006 Setting Local Speed Limits.

In setting speed limits in urban areas, the DfT guidance retains a standard speed limit of 30mph. 40mph speed limits may be considered on higher quality suburban roads or those on the outskirts of urban areas where certain other criteria are met. In areas where there is a risk to vulnerable road users, 20 mph limits and 20 mph zones will be considered.

In exceptional circumstances 50 mph speed limits may be considered where certain criteria are met. Similar approaches have been taken within the DfT guidance on rural roads and in villages. Clearly some flexibility is required in defining a village. DfT guidance requires that a 30mph limit would be set if the village has 20 or more houses on one or both sides of the road; and a minimum length of 600 metres and

an average density of at least 3 houses per 100 metres. Where a community is less built up, consideration should be given to the presence of key buildings such as a shop, church or school, otherwise a 40mph or 50mph limit may be considered. When villages are less than 600m apart the 30mph limit may be extend to cover both sections.

We are currently reviewing the contents of the latest Department of Transport circular – Setting Local Speed Limits 01/2013 - and the implications for setting speed limits.

Policy LTP SM 1 – Setting Appropriate Speeds Limits

We will implement the 2010 Speed Limit Review across urban and rural roads and in our village communities.

This will involve:

- Publicising widely the rationale for the review, its methodology and overall recommendations.
- Consulting with and actively engaging our communities in implementing the review recommendations, with regard for wider community concerns and aspirations.
- Prioritising the introduction of the review on the basis of evidence, including the use of accident data and identifying the contribution which will be made in each case towards key policies such as the promotion of walking and cycling.
- Implementing the modified limits, or strengthening the emphasis on unchanged limits, according to Traffic Signs Regulations and best practice from the UK and elsewhere.



Residential 20mph zones

Policy LTP SM 2 – Residential 20mph Zones

We aim to work with local communities to reduce the default speed limit within residential areas to 20mph.

Changes to speed limits will only occur where there is support from the local community and the occurrence of speeding traffic is evidenced.

Compliance with Speed Limits

Compliance with speed limits is fundamental in ensuring the safety of both drivers and other road users. However there are a number minority groups and individuals that exceed speed limits and risk endangering not only themselves but other road users.

We currently work in close partnership with the Safer Roads Partnership and local communities to help increase compliance with speed limits through a combination of encouragement and enforcement measures. We will focus efforts on sites where there is a demonstrated problem with speeding and additional priority will be given where there is also a significant accident history.

In order to spread limited resources widely we will prioritise the use of low cost methods to encourage speed limit compliance such as Vehicle Activated signage. The introduction of physical traffic calming itself can be expensive and we therefore anticipate its use to be limited.

The Safer Herefordshire Community Safety consultation in November 2011 highlighted excessive speeding and road safety as high priority issues for local communities in Herefordshire. Where there is public concern over excessive speeds in local communities but where intervention cannot be prioritised based on speed and accident data we will continue to work with local communities through their Parish Council to deploy Speed Indicating Devices (SIDs). These are a low cost and effective way of raising drivers' awareness of their speed.

Where speeding poses significant concern to the community, the Safer Roads Partnership can declare them a community concern site or the local police may provide local speed enforcement. These sites may not have a collision history, but have a significant speeding problem to warrant enforcement before accidents occur. The enforcement involves monitoring speeds through mobile speed enforcement cameras and is an extremely effective method at reducing speeding vehicles.



Policy LTP SM 3 – Speed Limit Compliance

We will work with our partners, local communities and Parish Councils to use a variety of cost effective techniques to encourage and enforce compliance with speed limits through a combination of encouragement and enforcement measures.

This will be achieved through:

- Using clear signage, including vehicle activated signs (SIDS).
- Using fixed and mobile speed cameras where these can contribute towards greater compliance and road safety.
- Integrating sound design and engineering alongside speed limit signage to encourage drivers to recognise and comply with speed limit changes. These may be introduced as part of enhanced routine maintenance activities.
- Working with communities to develop realistic approaches to managing speed, recognising the economic importance of road traffic.
- Considering the use of physical measures such as road humps where these are justified by accident data and have a high degree of community support.
- Continuing with measures such as speed indicator devices where these can be shown to increase community satisfaction.
- Providing driver education, including speed awareness training and young/pre driving training.
- Using shared space and other innovations where appropriate.
- Working with the Safer Roads Partnership and local police teams where engineering solutions can't be delivered or where informal measures have not reduced speeding.



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- Ensure suitable access to housing and employment sites including the Rotherwas Enterprise Zone;
- Reduce the environmental impacts of traffic particularly CO₂, air quality and noise;
- Minimise the impact of transport on biodiversity, water quality, heritage landscapes and townscapes;
- Reduce the number of short distance car journeys within Herefordshire by providing practical transport choices to support sustainable travel behaviour;
- Support everyday physical activity to improve the health and wellbeing of Herefordshire's residents;
- Encourage sustainable travel choices by reducing the safety risks associated with their use;
- Improve Herefordshire's streetscape for residents, shoppers and visitors.
- Maximise accessibility and connectivity within Herefordshire by increasing awareness of all travel options available especially for those without access to a private car; and
- Increase efficiency of passenger transport through greater coordination of services.

Passenger transport covers all aspects of transport services delivery that are available for public use where the service is paid for at the point of use.

Bus Travel

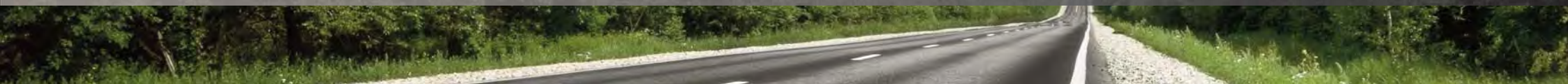
Our core bus network consists of services viewed as essential to the transport network within Herefordshire and are designated route priorities. These operate along the main corridors to ensure connectivity for commuter and social demand between Hereford and the Market Towns and larger village settlements.

In addition to the core bus network we will continue to support other rural bus services which may link into our core bus network at suitable bus stops or rural transport hubs, thus developing a hub and spoke passenger transport model for the county. A hub would provide a high quality waiting facility located in close proximity to local services to minimise any risk associated with their use. Cycle and car parking will also be available in the vicinity to encourage bus use by people who currently do not use public transport.

To maintain the core network we rely on a combination of commercial and supported (subsidised) services. The supported bus network is designed to complement commercially-operated services where these do not provide an adequate level of service. Supported bus services provide the following functions:

- Enhancement of commercial services by the provision of additional journeys that extend the operating day;
- Frequency enhancements of commercial services within the operating day;
- Evening and Sunday services;
- Service provision on routes where no operator is prepared to provide a commercial service; and
- Bespoke services catering for specific journey purposes and tailored to meet the needs of a specific market.

Subsidy is allocated to services on the basis of the relative costs of providing the service and ridership (cost per passenger). A service qualifies for subsidy if the cost per passenger is at or below a standard amount. This standard amount alters in line with budget availability. At the time of writing (2012) the rate is £4 per passenger.



Supported services are provided only where commercial services do not meet the public need. The size and shape of the network has developed over time in response to changing demand and available funding. It will be difficult to sustain the existing level of public transport coverage in rural areas due to the non-commercial viability of operating these services.

Policy LTP PT1 - Supported bus network

In addition to supporting our core bus network, we will support additional services in order to enhance accessibility, support the economy and encourage modal shift where it is affordable to do so. This will be achieved by:

- Supporting bus services where it is affordable, provides good value for money and delivers clear accessibility or modal shift benefits including providing a reasonable alternative to car travel.
- Supporting bus services in rural areas which would enable residents to access essential services and reduce social isolation. These services may not be provided on a daily basis and may be delivered through a combination of conventional and community transport services.
- Where supported services can no longer be provided we will work with commercial bus operators and community transport schemes to explore the possibility of funding smaller feeder services which would link into the core network at suitable locations.
- Working with local communities and parish councils to develop services which would be funded locally.

To help comply with the Code of Conduct on Bus Service Stability, routine tendering of contracts is restricted to one of two dates each year. Tenders are invited individually, although operators are invited to submit discounted prices for batches of one or more contracts. This procedure allows the authority to benefit from economies of scale and the more efficient operational solutions available from such an approach without restricting competition for contracts.

In a limited number of cases, such as diversions of, or minor extensions to otherwise commercial services, where competitive tendering is not appropriate, advantage is taken of the de-minimis provisions of the Transport Act to negotiate a contract with the commercial operator. The regulations concerning de-minimis agreements allow the Council to spend up to 25% of its public transport budget for bus service support in this way.

The Council invites tenders from operators on either a minimum cost or minimum subsidy basis. This maximises the competition for tenders given that operators have differing approaches to managing risk. Minimum cost contracts give the authority greater control over fares and may be more appropriate in areas where fares set by operators are rising significantly above inflation. The revenue risk, however, lies with the Council and may involve additional cost in ensuring that revenue is correctly collected and allocated. Currently approximately 27% of contracts are let as 'minimum cost'.

Minimum-subsidy contracts offer an incentive to the operator to develop the service as the additional revenue is retained. Such contracts are simpler and cheaper for the Council to administer and the revenue risk lies with the operator. The Council however, has less control over fares. Approximately 73% of current contracts are let in this way.



Bus fares and ticketing

The cost of using bus travel for paying passengers has increased significantly above general inflation over recent years and is viewed as a barrier to its use. We will work with operators who set the price of travel to look at ways of making bus use more affordable and competitive when compared to the cost of using the car. Increasing the cost of parking for commuters in Hereford has a role in this process.

The English National Concessionary Bus Travel scheme is administered by the Council within Herefordshire. This scheme provides free bus travel for older and disabled people. The Government wants to ensure that bus travel, in particular, remains within the means of those on limited incomes and those who have mobility difficulties. With an aging population the amount of concessionary travel within the county is likely to continue to have impact on budgets unless additional financial support can be provided by central government.

Policy LTP PT2 – Bus fares and ticketing

We will work with operators and the DfT to maintain the affordability of using and delivering public transport. We will target financial assistance where it is affordable to do so and where there is greatest need. This will be achieved by:

- Administering the English National Concessionary Travel Scheme for older and disabled people.
- Undertaking regular fare reviews.
- Where the fare structure is issued and managed by Herefordshire Council we will set fares with reference to contract costs and commercial fares.
- Working with operators to explore ways of addressing the affordability of public transport for low income groups, including young people and job seekers.
- Exploring the development of multi-operator smartcard ticketing technology with local operators.

Bus infrastructure improvements

The scale of bus infrastructure improvements range from low cost improvements undertaken at individual bus stops to aid mobility and understanding of service availability, to high-cost bus priority measures designed to provide buses with a competitive advantage over queuing traffic in urban areas.

Policy LTP PT3 – Bus infrastructure improvements

We will work in partnership with passenger transport operators and Parish Councils to improve the quality of bus infrastructure available to bus users within Herefordshire. This will be achieved by:

- Continuing our programme of low-cost bus stop upgrades in the short term, including improved passenger information, comfort, and delivery of raised kerbs to meet Disability Discrimination Act requirements. This programme will continue to be delivered based on a corridor/route based approach with priority to our core network.
- Working with Parish and Town Councils to improve bus shelters.
- Reducing the age of the fleet by setting quality standards within contract renewals. We aim to ensure all contracted bus services comply with Euro 5 emission standards by 2018
- Undertaking a review of bus infrastructure requirements in the medium to long-term within Hereford to inform our medium to long term investments. This review will consider the value for money case for investing in bus lanes and other priority measures including the Hereford Transport Hub.
- Undertaking a review of rural bus stops to identify potential Rural Transport Hubs and develop a medium to long-term investment programme to upgrade suitable sites.



Passenger Transport Information

Printed bus timetables are published by Herefordshire Council and will continue to be provided at the majority of bus stops. It is proposed, where feasible, to provide information at all stops to increase awareness of the services available.

Printed rail service timetables are published by Train Operating Companies as part of their franchise agreements, and are displayed at all railway stations in Herefordshire. Unlike the bus operators, all railway companies are required to provide printed timetable leaflets which are available at manned stations.

Where community transport operators provide printed information this is provided by local scheme operators.

The Council's website provides the primary portal for travel information within Herefordshire. The website provides an electronic copy of all printed timetables, guides and maps in addition to information relating to different modes of transport. It is also used to publicise the range of transport-related services provided by the Council.

In response to the growth in demand of social networking sites (Facebook and Twitter) we will expand their use, in line with our corporate communication policies and guidelines. Such sites can be very effective in communicating dynamic travel information including the occurrence of unplanned events causing congestion or updates on the progress of gritting vehicles.

Policy LTP PT4 – Passenger Transport Information

We will continue to provide and work in partnership with passenger transport operators to disseminate printed passenger transport information to ensure it remains consistent with best practice. This will be achieved by:

- Providing printed timetables where display cases are available at bus stops and bus stations, in partnership with bus operators. We will increase the number of bus stops with display cases.
- Developing a countywide passenger transport timetable booklet and making it available at a minimal cost through a variety of outlets.
- Distributing County Travel Guides, covering the north and south of the county, and Hereford city.
- Work with train operators and voluntary sectors to enhance the availability of passenger timetable information.
- We will continue to work in partnership with passenger transport operators to provide printed passenger transport, walking and cycling information maps and guides to promote sustainable travel choices.
- We will continue to provide multi-modal travel information on the Herefordshire Council transport website. All pages will be periodically reviewed and updated to ensure the information provided remains relevant. We will also enhance the scope of information available to ensure ease of use and promote delivery of the LTP Strategy objectives.
- We will use social networking sites when disseminating dynamic travel information including links with our SCOOT traffic management system in Hereford to relay travel information via Twitter etc.



Community and Voluntary Transport

Community Transport and Voluntary Transport services exist throughout the county for people who are unable to use other public transport services or who live in areas where no such services are provided. Community Transport is provided by the voluntary sector with funding from Herefordshire Council through Service Level Agreements as well as other funding sources.

Services cater for a wide range of journey purposes including health, work, learning, social and leisure. Health related journeys account for up to 40% of trips, a far higher proportion than on conventional bus services. Currently Community Transport provision is mostly provided during weekday daytimes, although there is limited service available in the evenings and at weekends where necessary.

Herefordshire Council part funds seven different Community Transport schemes:

- Bromyard Community Transport;
- Community Wheels and Hereford Car Scheme (based in Leominster);
- Dore Community Transport;
- Hay and District Dial-A-Ride;
- Hereford Dial-A-Ride;
- Ledbury Ring and Ride; and
- Ross Area Transport.

Several voluntary organisations provide transport as an addition to their core services such as Age UK and the Red Cross.

The future of Community Transport delivery is being considered through a 'Root and Branch' review of passenger transport within Herefordshire. The strategic objectives of the review include:

- Increasing capacity
- Increasing awareness
- Integration with other transport services
- Financial sustainability
- Meeting the needs of all who are eligible

Policy LTP PT5 – Community and Voluntary Transport

We will work in partnership with Community and Voluntary Transport providers to enable access to essential services for those unable to use public transport either because of incapacity due to ill health or disability, or because public transport is not available.



Taxis and Private Hire Vehicles

Taxis and Private Hire Vehicles make a valuable contribution to providing transport within the county. These vehicles offer 24 hours a day demand responsive service, which provides a door to door service. Taxis and Private Hire Vehicles also provide a valuable service for public transport interchange, by allowing certain groups access to services they otherwise could not reach. For many cases they provide the only accessible link to long distance transport, for example by rail or air. Taxis and Private Hire Vehicles are also used on a regular basis for social care and education requirements.

The Taxi Licensing and Enforcement Policy have a number of regulations in place which ensure a high quality, safe journey for every passenger. This policy ensures taxi drivers and operators are licensed correctly and therefore carry out their trade in accordance with the relevant regulations. The policy also enables taxi fare tariffs to be set that represent the maximum, rather than an exact fare so as to allow for competition between the taxi companies.

We currently licence 260 taxis, 100 Private Hire Vehicles and 534 dual drivers. Since 2002 no quantity restrictions have been in place. Approximately 30% of the taxi fleet are wheelchair accessible.

Taxis and Private Hire Vehicles are often the only means of accessible local transport available for disabled and elderly people. The DfT recognises the importance of taxi drivers having the relevant training in order to assist disabled passengers appropriately, consequently Herefordshire taxi drivers are required to undertake such training. All Taxis and Private Hire Vehicles also adhere to the Disability Discrimination Act's requirements to carry guide and hearing dogs without any additional charge.

We acknowledge the important role taxis and private hire vehicles have in providing access to shopping, leisure, employment and health services for many members of our community. It is therefore essential that taxi ranks are easily accessible, and located close to amenities. The needs of taxi users must be taken into account when considering proposals for traffic management and access restrictions in town centres and other areas with important amenities. It is also essential that taxis are built into our public transport infrastructure, and have dedicated space allocation to allow interaction with the services they provide.

Policy LTP PT6 – Taxis and Private Hire Vehicles

We will perform our licencing duty for Hackney Carriages and private hire vehicles to ensure accessibility, safety and passenger comfort. This includes:

- Require by licence conditions that all applications for Hackney Carriages are wheelchair accessible.
- Require through licence conditions that drivers are aware of legislation in respect of carrying disabled passengers and assistance dogs.
- Ensure that wheelchair vehicles are suitably equipped at all times to carry persons whilst remaining seated in their wheelchairs.
- Vehicles will have an annual compliance test and additional MOTs dependent on the age of the vehicle.
- Enforcement will be undertaken to review the condition and appearance of licenced vehicles.
- All drivers of licenced vehicles will have Enhanced DBSs upon application and every three years after.
- All drivers of licenced vehicles will have a Medical Examination to Group 11 standard upon application and every five years after. Upon reaching the age of 65 the requirement is for an annual medical.
- Limiting the age and emission standards of Hackney Carriages and private hire vehicles to ensure passenger safety and minimise environmental impact.



Rail

Rail has an essential role to play in providing access to local and national centres. Demand for rail use has steadily increased since 2003. The Council is committed to working with the train operating companies and Network Rail to ensure the best possible service is provided within the county. Active participation at the Regional Rail Forum, Marches Rail group and the Cross Border Forum ensures that rail issues for the county are discussed and actions taken to eliminate timetable service gaps.

Rail franchises are managed by the DfT. The dates of the rail franchise renewals which will affect Herefordshire include:

- 2013 Great Western
- 2015 London Midland
- 2018 Arriva Trains Wales

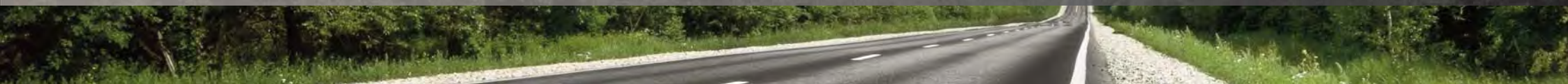


Policy LTP PT7 – Rail improvements

We will support the DfT and train operating companies in improving the frequency, quality, reliability, comfort and affordability of rail services within Herefordshire.

We would particularly support:

- Joint working on the franchises due for renewal particularly to protect services between Hereford and London via Ledbury.
- Passing bays to increase service reliability and frequency on the Hereford to Malvern line (impacts for Ledbury and Colwall).
- The elimination of timetable service gaps through the delivery of additional services between Abergavenny, Hereford, Leominster and Shrewsbury.
- Improvements in service timetabling to limit inconsistent gaps in service times and develop a regular clock-face timetable.
- Additional rolling stock on services to Birmingham and explore new services accessing Birmingham International Airport.
- Greater provisions for cyclists at stations and on services.
- Access improvements at Hereford and Leominster railway stations by 2014 to ensure both stations are fully accessible and meet requirements under the Disability Discrimination Act 2005.



This policy statement contributes towards the delivery of the following LTP Objectives

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- Ensure suitable access to housing and employment sites including the Rotherwas Enterprise Zone;
- Reduce the environmental impacts of traffic particularly CO₂, air quality and noise;
- Minimise the impact of transport on biodiversity, water quality, heritage landscapes and townscapes;
- Reduce the number and severity of road traffic accidents in Herefordshire by reducing the conflicts between different modes of transport, and reducing speeding and drink/drug driving;
- Provide a road network that is safe and efficient and that provides a positive journey experience;
- Protect Herefordshire's highway network from extreme weather; and
- Improve the condition of our roads, footways and cycle-ways, bridges, milestones, signage and street furniture and sustain their condition.

This policy statement covers improvements to road infrastructure. Herefordshire generally has a highly reliable road network with recurring congestion in Hereford and the A44 Bargates junction in Leominster where journey time reliability is a widely recognised problem.

Policy LTP HN1 - Network Capacity Management Hierarchy

Where recurring congestion is an issue we will use our Network Capacity Management Hierarchy to address the problem.

Step 1 - Demand Management

Use smarter choices to promote alternatives to solo car use. For more information see our Health and Wellbeing Travel Strategy.

Step 2 - Network Management

Specific local congestion issues which can often be improved through improvement, monitoring or enforcement of highway restrictions. See Policy LTP HN2.

Step 3 - Targeted engineering improvements

Engineering improvements at specific junctions to improve their operational capacity.

Step 4 - Road Widening

Widening the existing highway thereby increasing the capacity of individual highway links.

Step 5 – New Road Building

Construction of new road links.



Policy LTP HN2 - Network Management

We will improve the management of the highway network to reduce and prevent recurring congestion. This will be achieved by considering a range of specific local congestion management tools to improve the operation of the highway network. This will be achieved by:

- Using existing and new Traffic Regulation Orders to better target enforcement to prevent parking that restricts traffic flows resulting in unacceptable traffic delays or safety concerns.
- Reviewing the existing hierarchy of priority routes for key modes of travel to ensure the classification, management and maintenance of the local highway network reflect their existing function.
- Developing driver information systems using variable messaging systems and internet based software including information on car parking availability, planned events and the occurrence of congestion that might impact journey time reliability.
- Considering the enforcement of moving traffic offences where it causes congestion or impacts road safety including enforcement of yellow boxes.

Highway Network Expansion

Where demand and network management measures have been proved to be insufficient to reduce congestion, we will develop engineering solutions to increase capacity on our existing highway network.

To deliver the growth identified for Hereford and in line with our Network Capacity Management Hierarchy, new highway infrastructure is required. The Hereford Relief Road including a second river crossing is vital to Hereford's transport network to provide additional traffic capacity and access to development.

Motorway and Trunk Road Network

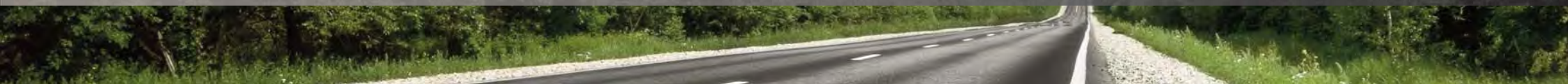
Of the 2,072 miles of highway within Herefordshire 56 miles or 3% form part of the Motorway and Trunk Road Network and is managed by the Highways Agency. Routes include the A49(T), A449(T), A40(T) and M50.

Policy LTP HN5 - Motorway and Trunk Road Network reliability improvements

We will work in partnership with the Highway's Agency to improve the reliability, safety and efficiency of the Motorway and Trunk Road Network within Herefordshire.

We would particularly support:

- Improved junction capacity on the A49(T) in Hereford to reduce congestion.
- The development of funding and delivery of driver information systems using variable messaging systems including information on car parking availability, planned events and congestion.



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- Minimise the impact of transport on biodiversity, water quality, heritage landscapes and townscapes;
- Reduce the number and severity of road traffic accidents in Herefordshire by reducing the conflicts between different modes of transport, and reducing speeding and drink/drug driving;
- Provide a road network that is safe and efficient and that provides a positive journey experience;
- Support everyday physical activity to improve the health and wellbeing of Herefordshire's residents; and
- Improve Herefordshire's streetscape for residents, shoppers and visitors.

The availability and pricing structure of car parking spaces plays a major role in supporting the development of a sustainable and integrated transport system. The availability and price of parking space is a key factor in determining people's choice of mode for a particular journey. Together with improvements in alternative modes to provide the "carrot", strategies for parking supply and control can offer an important tool to manage demand to encourage a modal shift away from the private car towards more sustainable modes.

Hereford

Car parking will play a key role in supporting the regeneration of the city centre, reducing the impact of commuter traffic and congestion and ensuring access through effective enforcement. Our approach to managing car parking sites will also assist with the Council's aspirations to improve the townscape quality of the city through managed redevelopment of smaller car parks in the historic core and redistribution of public parking to the edge of the central area, close to key transport corridors and the eventual relocation of parking to park and ride sites outside the urban area.



Policy LTP PS1 – Hereford Parking Policy

We will work in partnership with Hereford City Council, Highways Agency and other stakeholders to continually review the supply and quality of car parking facilities within Hereford. Activities will include:

- Setting of car park charges will be in line with the council's charging principles with long stay parking charges to be increased annually to match those of comparable centres;
- Phased reduction over the period to 2031 of long-stay commuter parking supply within the city centre;
- Park and cycle and park and share facilities to be free to registered users with secure cycle storage provision at park and cycle sites;
- Good quality signing to make more efficient use of parking supply;
- Work in partnership with developers and the Highways Agency to introduce real time signing to reduce un-necessary car movements within the city centre and reduce driver search times;
- Work in partnership with the Freight Transport Association, Road Haulage Association and local businesses to identify alternative lorry parking following the closure of Merton Meadow;
- Pedestrian access routes connecting public off-street parking with urban centres will be examined for potential environmental improvements to ensure they are safe and pleasant to use;
- Establish the feasibility of installing electric vehicle charging points in selected car parks;
- Review the operation, management and charging of Residents Parking Schemes to ensure residents can park within a reasonable distance of their home and that commuters and short stay users are discouraged from using residential streets;
- Parking allocations for new and re-developments must comply with Herefordshire Council's Highways Design Guide for New Developments

Countywide

Ensuring adequate parking supply is available to meet demand is fundamental to support the local economy and future growth. The following principles are to be applied:

- There must be adequate parking supply to meet demand in each of the market towns.
- There should be at least 10% spare capacity within each town to efficiently manage parking demand, limit search times and reduce unnecessary car use.
- Long-stay parking arrangements should be located further from the town centres to enable short-stay parking supply is easy accessible and available.

Policy LTP PS2 – Countywide Parking Policy

We will work in partnership with town and parish councils to manage car parking in Herefordshire.

- Public off-road parking supply should be appropriate to meet demand, accommodate planned growth and be located in convenient locations accessed by main distributor roads to ensure parked vehicles do not obstruct the public highway;
- Good quality signing to be provided to make more efficient use of parking supply;
- Charges will apply for all off-street parking, unless there is a clearly defined economic reason for providing free parking;
- Charges for car parks closer to the centre are set to encourage short stay and a turnover of spaces to support the local economy with longer term parking allocated to car parks further from the centre;
- On-street parking to be free in the Market Towns; and
- On-street parking is controlled by the use of limited waiting restrictions to ensure the efficient turnover of short-stay parking for shoppers and visitors.



This policy statement contributes towards the delivery of the following LTP Objectives

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- Reduce the number and severity of road traffic accidents in Herefordshire by reducing the conflicts between different modes of transport, and reducing speeding and drink/drug driving; and
- Provide a road network that is safe and efficient and that provides a positive journey experience

Freight transport is an essential part of business, enabling and supporting enterprise and local employment. At a local level freight enables the transport and delivery of goods to businesses, construction sites, retail premises and households. However, freight movement, particularly by road, also gives rise to a range of environmental problems.

Rail freight currently plays only a limited role, notably with the Tarmac quarry in the west of the county making use of a railhead north of Hereford. There is also rail freight traffic running through the county. Consequently the key strategic requirements concern the management of road-based freight movement within Herefordshire as part of our network management duty.

Policy LTP FR1 - Managing Freight Movements

We will plan for and enable the efficient movement of freight to, from, through and within Herefordshire whilst, where possible, reducing the negative impacts of freight movements on the environment and our communities. This will involve:

- Developing a freight strategy to support the Marches LEP and local businesses which takes account of Herefordshire's connections with the West Midlands and Wales.
- Working with the DfT and neighbouring authorities to ensure that freight routes are clearly identified on signs and maps and that these routes are fed into information portals for access by the freight industry and those served by it.
- Ensuring suitable inspections, maintenance intervals and interventions for those routes and junctions which carry significant freight traffic.
- Investigating and, where appropriate, encouraging the use of rail freight.
- Ensuring that the potential impact of new developments on freight movements are fully identified through the Development Control process including restricting delivery vehicle access to specific times.
- Engaging with local communities affected by freight movements to develop and agree suitable mitigation measures.



Active Travel (walking and cycling)

This policy statement contributes towards the delivery of the following LTP Objectives

- Ensure suitable access to housing and employment sites including the Rotherwas Enterprise Zone;
- Reduce the environmental impacts of traffic particularly CO₂, air quality and noise;
- Minimise the impact of transport on biodiversity, water quality, heritage landscapes and townscapes;
- Reduce the number of short distance car journeys within Herefordshire by providing practical transport choices to support sustainable travel behaviour;
- Support everyday physical activity to improve the health and wellbeing of Herefordshire's residents;
- Encourage sustainable travel choices by reducing the safety risks associated with their use; and
- Improve Herefordshire's streetscape for residents, shoppers and visitors.

Within this LTP Policy Statement the term 'Active Travel' refers to pedestrians and cyclists.

Walking is the most important mode of travel at the local level and offers the greatest potential for replacing car trips of less than one mile. Cycling offers an alternative for short trips of up to five miles. Within this policy statement both modes are to be considered together as they share a range of positive benefits including:

- Reduced congestion, particularly if focused on peak hour trips. At peak times along radial routes in many urban areas, cycling will typically be faster than using a car or bus.
- Improved health through increased physical activity – particularly major chronic diseases such as coronary heart disease, stroke, diabetes and some cancers.
- Low cost accessibility for many groups with or without access to a car.
- No local air pollution or carbon emissions.

Policy LTP AT1 - Maintaining and extending our active travel infrastructure

We will continue to maintain and improve our active travel infrastructure (footways and cycleways) to reduce any physical barriers by providing a high quality active travel network that is convenient, accessible, comfortable and attractive to use.

This will be achieved by:

- Minimising the occurrence of defects on active travel routes.
- Investigating changes in Traffic Orders to promote increased cycle use including the development of cycle contra flows in one-way streets.
- Delivering accessible active travel enhancements including dropped kerbs and crossings for non-motorised modes.
- Providing clear and concise active travel signage to raise awareness of safer routes which avoid high volumes of traffic and of the national cycle network. All signage provided must respect the character of the environment where it is used.
- Expand the number of 20mph residential zones in residential areas (see policy LTP SM2)
- Delivering more secure cycle parking spaces or storage at educational establishments, retail centres, public transport interchanges, leisure facilities, workplaces and other major journey attractors where demand requires it.
- Integrating cycle parking with public transport at rural transport hubs to facilitate cycle use as part of longer distance journeys.
- Recognising the needs of active travel users within our winter maintenance programme and ensure that heavily-used off-road routes are gritted.
- Investigating the conversion of disused railway lines and other traffic-free rural routes for active travel, where feasible and where funding is available.



Policy LTP AT2 - Extending our active travel network in new developments

We will work with developers to prioritise active travel access which is convenient, accessible, comfortable and safe. Consideration to active travel access must be given during the design of new residential and commercial developments and re-development to maximise the potential for active travel. This will be achieved by:

- Designing new developments, including residential, business and retail facilities in ways which prioritise access by walking and cycling and provide access to the existing active travel network.
- Ensuring all active travel schemes designed within new developments are consistent with the guidance provided in Herefordshire Council's Highways Design Guide for New Developments and other relevant guidance.
- Working with developers to ensure that new developments avoid severing routes used by cyclists or pedestrians or prejudice accessibility by walking or cycling. If development proposals do impact on the walking or cycling network then an alternative route must be provided by developers. The quality of alternative routes must be of equal or better quality than the option affected by development without incurring on-going additional revenue costs to Herefordshire Council.
- Protecting and incorporating historic transport routes such as dismantled railways into new designs, where appropriate.
- Encouraging and promoting the provision of green infrastructure, where appropriate, in new and existing developments, to provide enhanced access to natural environments and support ecosystems to improve biodiversity.



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- Support everyday physical activity to improve the health and wellbeing of Herefordshire's residents;
- Encourage sustainable travel choices by reducing the safety risks associated with their use;
- Improve Herefordshire's streetscape for residents, shoppers and visitors.
- Reduce the number and severity of road traffic accidents in Herefordshire by reducing the conflicts between different modes of transport, and reducing speeding and drink/drug driving;
- Provide a road network that is safe and efficient and that provides a positive journey experience; and
- Improve the condition of our roads, footways and cycle-ways, bridges, milestones, signage, and street furniture and sustain their condition.

Herefordshire has many high quality natural and historic assets which instil local pride and supports the county's tourism 'offer'. The Local Transport Plan has a strong role in supporting the county's tourism potential by easing the movement of people around the county, managing the public rights of way network and regenerating Herefordshire's urban streets and public spaces.

This policy statement fully supports the principles outlined in the Hereford Streetscape Design Strategy and the aims of the Hereford City Centre Regeneration Strategy which identify the importance of 'quality' in creating the right impression, using the right materials for public spaces next to new build and renovation schemes.

Our Hereford City Centre Streetscape Vision and Priorities document sets out proposals for investment priorities for the Hereford city centre public realm. The proposals contained in the document, which look further to reduce the dominance of vehicles in the city centre, will provide the basis for on-going development of the city centre public realm strategy.

We also acknowledge the importance of reducing traffic and vehicle speeds in rural villages and combining the principles contained within national public realm guidance documents such as 'Manual for Streets' and 'Traffic in Villages'.



Policy LTP ST1 – Improving the public realm

We will seek to enhance Herefordshire's public realm in a sensitive and sustainable way which will maximise the convenience and comfort of all travellers increasing footfall and enhancing accessibility. This will be achieved by:

- Design of the public realm to be based on low speed traffic flows reinforced by 20 mph speed limits using the minimum of signage.
- Promoting a barrier-free public realm, allowing free movement for people with limited mobility and, through the avoidance of pedestrian barriers, excessive street furniture and sudden changes in level.
- Designing measures that allow the form and patterns of the city centre to be easily read and understood by pedestrians, cyclists and drivers. This will include navigational and guidance clues for people with visual impairment and infrequent visitors to the city such as coach drivers. Clear gateways and transition points will be encouraged that define the boundaries of the public realm.
- Designing streetscapes as a whole, rather than as a series of separate components. All components of the streetscape, including paving materials, trees and highway signing, will be co-ordinated as far as possible.
- Minimising energy use through the use of durable and locally sourced paving materials. Decisions on the use of materials and components are likely to have enduring effects on the quality of the locality and its public realm. We will seek to avoid measures that require replacement in the short-term, and seek to promote elements that will minimise the long-term costs and maximise long-term benefits.
- Designs should reflect the distinctive qualities of Hereford and the market towns, and avoid repetition of standard solutions applied elsewhere. Wherever possible, design principles will be informed by an understanding of the history, context and particular character of the locality.



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- Support everyday physical activity to improve the health and wellbeing of Herefordshire's residents; and
- Maximise accessibility and connectivity within Herefordshire by increasing awareness of all travel options available especially for those without access to a private car

Smarter travel choices are low cost techniques for influencing people's travel behaviour towards more sustainable options such as walking, cycling and public transport use. Building on best practice from the Department for Transport's Sustainable Travel Towns, we have developed an easily recognisable brand for use in our marketing campaign to promote the use of sustainable transport.

The 'Choose how you move' brand (Figure A) is central to the Destination Hereford project and our wider marketing campaign. We undertake market on the Destination Hereford project and this will inform the future delivery of marketing campaigns in the medium to long term.

Figure A – Choose how you move branding



Choose how you move



**Choose
how you
move**

Best practice suggests that isolated marketing campaigns are generally not successful and campaign messages are soon forgotten. Consistent communication is important to maintain campaign awareness but targeted promotional activity and practical support are critical to encourage and sustain behaviour change.

Policy LTP SC1 – Smarter Travel Choice Marketing Campaigns and Branding

We will use the 'Choose how you move' branding to coordinate all transport-related marketing and information activities undertaken by Herefordshire Public Services to promote Smart Choices measures.

We will co-ordinate our promotion of Smarter travel choices by building on our core values, tone and style to deliver communication that will motivate, inform and support behaviour change.

Campaigns developed to promote the use of sustainable travel modes will use a variety of media and other elements including:

- Bus Backs on city centre services and refuse fleet countywide.
- Local radio.
- Local press and posters displayed in public buildings.
- Accessible and attractive information on all sustainable modes available in print and online.
- Calendar of targeted promotions to encourage trial of sustainable modes.
- On-going access to advice and help to support new users.
- Sustainable Travel Events including Bike week and Walk to School week.



Travel Plans

A travel plan is a package of measures produced by developers, employers and education facilities to encourage alternatives to solo car use for those individuals that access a specific location on a regular basis. Travel plans are central to the delivery of Smarter Choices and are prepared as a condition of a planning process or on a voluntary basis.

In general travel plans include a combination of initiatives both 'hard' (physical engineering) and 'soft' (non-physical engineering) measures. A travel plan could include: car sharing schemes; a commitment to improve cycling facilities; a dedicated bus service or restricted car parking allocations. It might also promote flexible-working practices such as remote access and video conferencing.

Workplace Travel Plans

Herefordshire Council has sought to establish its Workplace Travel Plan as the exemplar for all other Workplace Travel Plans in the county including the use of electric vehicles for use as pool vehicles to reduce the use of its 'grey fleet'.

Grey fleet is a term used to describe the use of employee's own vehicles for business use, for which a mileage rate is paid for claims made.

Other than those secured through the planning process we incentivise the adoption of Workplace Travel Plans through a travel grant scheme for businesses. This allows businesses with travel plans to apply for grant funding to provide sustainable travel infrastructure (cycle parking, lockers, showers etc) to encourage increased sustainable travel to work and reduced business travel.

Our primary focus is to work with major employers that do not have an existing travel plan or those that have a travel plan which requires updating.

Policy LTP SC2 – Workplace Travel Plans

We will continue to work with employers with the aim of reducing solo car use, promoting employee sustainable travel behaviour and reducing the need to travel by developing and reviewing Workplace Travel Plans and through the Travel for Work Hereford network. We will achieve this by:

- Focusing on major employers we will undertake site visits to audit existing sustainable travel infrastructure, provide a template travel survey and on-going guidance and advice regarding how the travel plan could be updated.
- Incentivising engagement by providing small-scale grants for sustainable travel infrastructure.
- Developing the Travel for Work Hereford network for disseminating travel promotions and providing personal travel advice direct to employees, and providing enhanced support to Hereford businesses.
- Encouraging smaller employers sharing sites to work together and develop shared resources to encourage sustainable travel.
- Encouraging reductions in grey fleet (employees own vehicle) mileage and promote measures to provide alternative means of travel.

School Travel Plans

The journey to and from school by car is a major contributor to peak hour car use within Hereford. Monitoring of morning peak vehicle flows in 2009 indicated a 20% reduction in traffic flows during non-term times within Hereford.

School Travel Plans promote the use of sustainable modes of travel to pupils and parents via soft measures, such as cycle training and promoting walking buses and car sharing. School Travel Plans contain targets for modal shift and a commitment to monitor travel patterns and revise and update the Action Plan.



Policy LTP SC3 – School Travel Plans

We will continue to encourage schools to develop and review established school travel plans that aim to reduce car use and promote sustainable travel behaviour.

Personalised Travel Plans

Personal Travel Planning (PTP) is typically delivered across large residential areas. It is a well-established method that informs and supports individuals that want to make sustainable travel choices.

Policy LTP SC4 – Personalised Travel Plans

We will deliver Personalised Travel Planning in the short term as part of the Destination Hereford project. Personalised Travel Planning will only be available to households within Hereford and will be delivered using best practice tools and techniques developed in other UK towns and cities including:

- One-to-one conversations, either at the doorstep or by telephone, between residents and trained field officers to encourage and motivate a change in behaviour.
- The provision of information on how to travel sustainably (for example, maps or guides about the local bus network, walking and cycling routes).
- Incentives to encourage the use of sustainable modes (for example, free prize draws, pedometers, water bottles and bus tickets).

The impact of Personalised Travel Planning in altering travel behaviour will be assessed through the Destination Hereford project and if successful consideration will be given to expanding this process to the market towns in the medium and long term.

Smarter Travel Choice Initiatives

To raise the level of awareness individuals have regarding their travel choices, we will deliver a range of Smarter Choice Initiatives designed to raise the profile of certain travel modes.

- **Choose Cycling:** Love to Ride, Adult and child cycle training, improved signage, encouragement for new cyclists through a series of led rides and promotion of bike hire
- **Choose Walking:** Walking Challenge and promotion of walking for health led walks
- **Choose Bus:** New travel information targeting new users and Try the Bus promotions involving local operators
- **Choose Smart Car Use:** Targeted promotions to encourage increased sign-up to twoshare.co.uk and also integration of Park & Share/ Park and Cycle to help more people to find a successful match



Policy LTP SC5 – Smarter Choice Initiatives

We will deliver and continue to develop the range of Smarter Choice Initiatives provided to enhance and promote smarter choices within Herefordshire including:

• Supporting and Promoting Events

We will continue to support and promote key national events and initiatives within Herefordshire, working with user groups to broaden awareness and encourage participation from the general public. We will also promote events via our network of Travel Plan contacts and will encourage employers and Head Teachers to support employees and schools to become involved. Examples of our supported events include:

• Love to Ride website

We will continue to support our on-line cycling community through our Love to Ride website which provides a range of information for new and returning cyclist.

• Child and Adult Cycle Training

We will support all Travel Plans by co-ordinating a programme of child and adult cycle training and providing advice on route selection and cycle maintenance classes. Child cycle training will be delivered via the school. Adult cycle training will be delivered across the county through our team of fully qualified Bikeability cycle training instructors.

• Active Travel Signing Upgrade

We will undertake a comprehensive review of signage for the city's transport network and will overhaul signing for pedestrians, cyclists and public transport. Raising awareness and informing travellers of the options they have, such as short cuts and safer routes is a key motivator to behaviour change.

• Hereford Cycle Hire

Hereford's first bike hire and loan scheme will be in operation from 2012/13 and is managed by our partner, HALO. The scheme will support those looking to trial cycling to work or college and enable us to directly market cycle training.

• Walking Challenge

To encourage increased walking, we will create Choose Walking challenge packs with hints and tips to boost regular walking, including a pedometer and a record sheet to track progress. In addition we will promote led walks and the annual Herefordshire Walking Festival.

• Car Sharing – including Park and Share / Park and Ride

We will promote our countywide car share scheme (www.twoshare.co.uk) as a core support for all Workplace Travel Plans and as a means of improving rural access. Herefordshire has a well-established car-sharing scheme available to all residents and people who work in or visit the county. The LTP will continue to support Twoshare as part of the national Liftshare network.

Building on Twoshare we will deliver a number of Park and Share sites which will provide rural commuters with more flexible options for car sharing, cycling and access to public transport. For many rural residents car sharing is not a viable option due to the large detours required to meet up. Park and Share will identify a network of hubs for car sharers to meet, en-route to their destination, enabling more people to match journeys.

In addition, Park and Share comprises a series of parking hubs on the fringes of Hereford to provide an even greater opportunity for sharing as journeys converge on the city. Many of these hubs, especially those near to Hereford and other settlements, will enable Park and Ride where users can integrate with existing bus services, and Park and Cycle hubs where users can complete journeys by bike. We have engaged with a wide range of private sector partners to identify a network of parking hubs and spaces which are donated free of charge for use by sharers. The Council is also providing spaces from its own property assets.

• Car Clubs

We will support the development of community led car clubs by facilitating the provision of parking spaces for car club cars. Allocated parking will only be provided following community consultation.



Development Control (Transport)

This policy statement contributes towards the delivery of the following LTP Objectives

- Support economic growth within Herefordshire by reducing congestion and improving journey time reliability;
- Ensure suitable access to housing and employment sites including the Rotherwas Enterprise Zone;
- Reduce the environmental impacts of traffic particularly CO₂, air quality and noise;
- Minimise the impact of transport on biodiversity, water quality, heritage landscapes and townscapes;
- Encourage sustainable travel choices by reducing the safety risks associated with their use;
- Improve Herefordshire's streetscape for residents, shoppers and visitors;
- Reduce the number and severity of road traffic accidents in Herefordshire by reducing the conflicts between different modes of transport, and reducing speeding and drink/drug driving; and
- Provide a road network that is safe and efficient and that provides a positive journey experience

As a statutory consultee in the planning process, Herefordshire Council as the Local Highway Authority has a duty to ensure that the transport network is fit for purpose.

We encourage a partnership-led approach in the design of new developments which are sustainable in transport terms and which mitigate their impact on the existing network. To deliver these outcomes new developments must be planned, designed and constructed in accordance with the National Planning Policy Framework and local policies. We encourage early consultation to maximise the development's sustainable potential, while minimising the impact of new and redevelopment of existing sites and minimising costs to the developer.



Policy LTP DC1 – Planning for Sustainable Developments

We will ensure that the impacts of development on the transport network are fully considered for new or re-development of existing sites. This will be achieved by working with developers to ensure:

- Those planning new developments' must follow locally adopted guidance, including Herefordshire Council's Highways Design Guide and Specification for New Developments.
- The hierarchy of transport modes is used to inform the design for new and re-development of sites. This hierarchy is not an order or precedence for actual provision, but simply an order of consideration that seeks to ensure that decisions regarding development design are consistent with delivering the objectives of the LTP.

Highest 1	Pedestrians and people with mobility difficulties
2	Cyclists and public transport users
3	Commercial / business users and powered two wheelers
4	Car borne shoppers / visitors and coach borne visitors
Lowest 5	Car borne commuters

- New and re-developments are designed and located to minimise the impacts on the transport network, such that journey times and journey time reliability do not deteriorate. Measures to achieve this will include: locating new developments on existing walking, cycling, passenger transport and highway routes and services; maximising the use of non-car modes such that the impact on congested sections of the highway network are minimised and investing in walking, cycling and passenger transport infrastructure and services enabling new developments to be accessed without incurring on-going additional revenue costs to Herefordshire Council.
- New and re-development of existing sites are to be designed and constructed in a way that does not impact on the safety of highway users, and where located adjacent to existing problematic sites, incorporate solutions into the design.
- The inclusion of sustainable transport infrastructure is to be encouraged within the design of new and re-developments.

- New development and redevelopment of existing sites should always avoid severing routes used by cyclists or pedestrians or prejudice accessibility by walking or cycling. If development proposals do impact on the walking or cycling network then an alternative route must be provided by developers. The quality of alternative routes must be of equal or better quality than the one impacted by development without incurring on-going additional revenue costs to Herefordshire Council. Protect and incorporate into the design, historic transport routes such as dismantled railways to be used as sustainable transport links.
- Sustainable Urban Drainage principles will be applied to all developments where they are practical and technically feasible to manage surface water runoff and alleviate the risk of flooding.



Investment in transport infrastructure and services cannot be met solely from public funds. Financial contributions from the private sector and in particular the promoters of new land use developments, are required to reflect the impact placed on the capacity and operation of the transport network by new and re-developments.

Policy LTP DC2 – Developer contributions to mitigate the impacts of new and re-developments on the transport network

We will ensure that the impact of development on the transport services and network are fully considered when planning new land use developments and appropriate transport infrastructure and services are delivered to ensure accessible, sustainable safe, environmentally friendly and maintainable developments. This will be achieved by:

- Ensuring that the appropriate levels of financial contributions are provided by developers towards the capital and on-going maintenance costs of on and off-site transport infrastructure and services considered necessary to mitigate their impacts to the transport network.

For more information on developer contributions please refer to Herefordshire Council's Planning Obligations Supplementary Planning Document.



This policy statement contributes towards the delivery of the following LTP Objectives

- Reduce the number of short distance car journeys within Herefordshire by providing practical transport choices to support sustainable travel behaviour;
- Support everyday physical activity to improve the health and wellbeing of Herefordshire's residents;
- Encourage sustainable travel choices by reducing the safety risks associated with their use;
- Improve Herefordshire's streetscape for residents, shoppers and visitors;
- Protect Herefordshire's highway network from extreme weather; and
- Improve the condition of our roads, footways and cycle-ways, bridges, milestones, signage, street furniture and sustain their condition

Public Rights of Way include footpaths, bridleways, restricted byways and byways open to all traffic as part of the overall transport and access facilities of Herefordshire. Although these routes are managed through a Rights of Way Improvement Plan it is important to recognise their broad function in:

- Providing local access to bus and rail services and facilities such as schools, workplaces and local services.
- Encouraging and enabling people to use sustainable travel modes.
- Enabling people to take healthy exercise through walking, cycling and equestrian activities.
- Encouraging tourism.
- Providing access to countryside and green spaces.
- Improving community cohesion and safety through high levels of use of public space.

Parish Councils have statutory powers and also devolved funds through schemes such as the Parish Paths Partnership which they can use to undertake maintenance of our Rights of Way network. This opportunity will be enhanced through the provisions of the Localism Act.

Policy LTP PRW1 – Policy B3 Managing Public Rights of Way

We will develop, promote, manage and maintain our public rights of way network. This will involve:

- Ensuring that the value of these assets and the links which they enable are identified and built into our planning, decision making and scheme appraisal processes.
- Developing our asset management processes, as set out in the Transport Asset Management Plan, to provide for planned, proactive maintenance of public rights of way.
- Developing and deploying the categorisation and prioritisation system in consultation with stakeholders, including local communities and organisations representing rights of way users.
- Consulting with all local communities, as part of our accessibility planning process, to identify key route improvements which will enhance their access to a range of destinations and to public transport.
- Building key strategic and local links into our Local Development Framework and infrastructure lists in order to ensure that they can be safeguarded and improved through the Planning and Development Control processes.
- Working with landowners, developers and designers to ensure that developments (including roads) do not fragment the rights of way network and that every opportunity is taken to introduce enhancements.
- Developing and agreeing with all relevant stakeholders a mechanism to address the maintenance of bridges on the rights of way network.



This policy statement contributes towards the delivery of the following LTP Objectives

- Reduce the environmental impacts of traffic particularly CO₂, air quality and noise;
- Minimise the impact of transport on biodiversity, water quality, heritage landscapes and townscapes; and
- Improve Herefordshire's streetscape for residents, shoppers and visitors.

Air Quality

Local authorities have a duty under the Environment Act 1995 to review and assess local air quality within their areas. Generally air quality in Herefordshire is very good. The exceptions occur in central Hereford, Leominster and on the A40 at Pencraig.

In 2001 an Air Quality Management Area (AQMA) was declared along the A49 (T) corridor through Hereford City Centre. The Hereford City Air Quality Action Plan was developed in 2008 and identified 15 actions designed to improve air quality in the city. Changes to the existing AQMA boundary are being considered as pollution levels at Holmer Road are improving whilst pollution levels at Whitecross Road are deteriorating.

In 2005 an AQMA was declared along the A44 in Leominster covering the environment around the Bargates Junction, and an Air Quality Action Plan is in the process of being agreed. Monitoring of the A40 between Wilton to Pencraig indicates that the annual mean nitrogen dioxide threshold will be surpassed (greater than 40 NO₂ug/m³), but no formal AQMA has been designated. The extent of an A40 AQMA requires liaison with the Highway Agency who manage this trunk road.

Policy LTP AQ1 - Improving Air Quality

We will aim to reduce air pollution from traffic through measures to manage traffic and emissions levels. This will be achieved by:

- Developing and prioritising transport schemes which encourage the use of less-polluting transport modes, including walking, cycling and passenger transport within urban environments and in particular for journeys to, from or through Air Quality Management Areas.
- Developing Air Quality Management Plans, as appropriate; to mitigate the transport related causes of poor air quality.
- Working in partnership, particularly with the Highways Agency, developers and Town Councils to implement the mitigation measures identified in Air Quality Management Plans to ensure that air quality does not further deteriorate.
- Ensuring that Transport Assessments provided in support of planning applications for new developments take account of the impact on air quality of traffic generated by new developments.
- Monitoring air quality, particularly on traffic sensitive streets, to identify at an early stage, potential air quality deterioration, and understand the transport related causes of the air quality determination and designate as appropriate Air Quality Management Area.

Noise

Noise maps showing noise levels from road, rail and industry are currently being produced for areas around the UK including the West Midlands as part of a study undertaken by Department for Environment Food and Rural Affairs. Noise maps for Herefordshire are not currently available but when produced they will highlight areas of concern so that future Action Plans can be developed.



Zero and Low Emission Vehicles

This policy statement contributes towards the delivery of the following LTP Objectives

- Reduce the environmental impacts of traffic particularly CO₂, air quality and noise; and
- Minimise the impact of transport on biodiversity, water quality, heritage landscapes and townscapes.

The majority of rural journeys in Herefordshire will continue to be made by motorised vehicles due to the distances travelled and the cost of providing passenger transport alternatives. The long-term future regarding how the car will be powered is not certain. Development of Zero and Low Emission Vehicles will be informed by market conditions governing world oil prices and technological advances particularly batteries.

Policy LTP ZLV 1 – Zero and Low Emission Vehicles

We will work with transport providers and businesses to encourage the use of more efficient vehicles:

- Aiming for all contracted services including bus services and for licensed taxis and private hire vehicles to comply with Euro 5 emission standards by 2018
- Demonstrating best practice by ensuring all Herefordshire Public Services fleet vehicles comply with the latest Euro Emission Standards
- Encouraging businesses through Work Place Travel Plans to limit 'grey fleet' business mileage and purchase and use more efficient fuel efficient vehicles as a pool fleet.
- Promoting more efficient driving styles and practices through training courses and awareness campaigns.
- Considering, where appropriate, increasing the availability of refuelling/charging points for electric vehicles on Herefordshire Public Services owned premises.





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