

# **SOUTH WYE TRANSPORT PACKAGE REPORT ON CONSULTATION**

*Herefordshire Council*

3512983B-HHR

***Final***



# **South Wye Transport Package Report on Consultation**

**3512983B-HHR**

**Prepared for**

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**1 INTRODUCTION****1.1 Background**

1.1.1 Parsons Brinckerhoff has been commissioned by Herefordshire Council to develop transport improvements for the South Wye Transport Package (SWTP) to overcome the transport problems within the South Wye area of Hereford. This work builds upon the initial work undertaken by Amey regarding highway improvements to the Belmont Area and option development for a Southern Link Road (SLR), which would link the A49 and A465.

1.1.2 Part of this study was to undertake a Public Consultation to obtain public opinion on the options developed for the SWTP. These options included improvements to encourage sustainable travel and also presented four route options for the SLR. These options were:

- SC2: a route located at the southern end of the previously identified SLR Route Corridor. The road crosses over the railway line and underneath Haywood Lane;
- SC2A: a variation on SC2 whereby the road crosses underneath the railway line;
- SC5: a route located further north of SC2/SC2A within the SLR Route Corridor and south of Merryhill Lane. The road crosses underneath the railway line and Haywood Lane.
- SC7: roughly similar to SC5 but more twisted in nature thereby avoiding a number of existing environmental constraints.

1.1.3 The consultation period was advertised for the six-week period from the 1 July 2014 to 8 August 2014. Public Consultation Exhibitions (PCEs) were held in Belmont between the 1 and 3 July 2014 at the Three Counties Hotel, Hereford. Exhibitions were also held on the 15 July 2014 at Belmont Library and on the 18 July 2014 at Hereford City Library.

**2 GENERAL****2.1 Notices and Distribution of the Brochure and Questionnaires**

- 2.1.1 Press releases regarding the exhibitions were issued ahead of the exhibitions on the 17 June 2014, and again afterwards on the 4 July.
- 2.1.2 A website describing the South Wye Transport Package and publicising the public exhibitions was accessible from the 1 July 2014 at the following web address <https://www.herefordshire.gov.uk/planning-and-building-control/planning-policy/local-transport-plan-2013-2015/south-wye-transportation-package>.
- 2.1.3 During the consultation, the public consultation brochure (see Appendix A) and advertising posters were left in local shops, offices, cafes and businesses in the study area from 1 July 2014. The locations where the brochures were displayed are illustrated in Appendix B.
- 2.1.4 Brochures were distributed to the public during the course of the consultation. To accompany these, questionnaires (Appendix C) were enclosed.
- 2.1.5 The questionnaire was also made available online via the following web address: <https://www.surveymonkey.com/s/75YCD7G>. A link was also made available via the Council's website.

**2.2 Social Media**

- 2.2.1 Social Media was used to publicise the consultation and gather feedback from the community. The brochure and display panels included the Facebook address [www.facebook.com/HfdsCouncil](http://www.facebook.com/HfdsCouncil) and Twitter handle @HfdsCouncil where respondents could provide their opinions.

**2.3 Consultation Arrangements**

- 2.3.1 The public exhibition was held at the Three Counties Hotel between the 1 and 3 July 2014.
- 2.3.2 An exhibition was also held at Belmont Library on the 15 July 2014 and Hereford City Library on the 18 July 2014.
- 2.3.3 The opening times of the exhibition were as follows:

Three Counties Hotel

- 1 July 2014 - 12:00 – 20:00
- 2 July 2014 - 12:00 – 20:00
- 3 July 2014 - 12:00 – 20:00

Belmont Library

- 15 July 2014 - 14:00 – 17:00

Hereford City Library

- 15 July 2014 - 15:00 – 19:00

**2.4 Preview Evening**

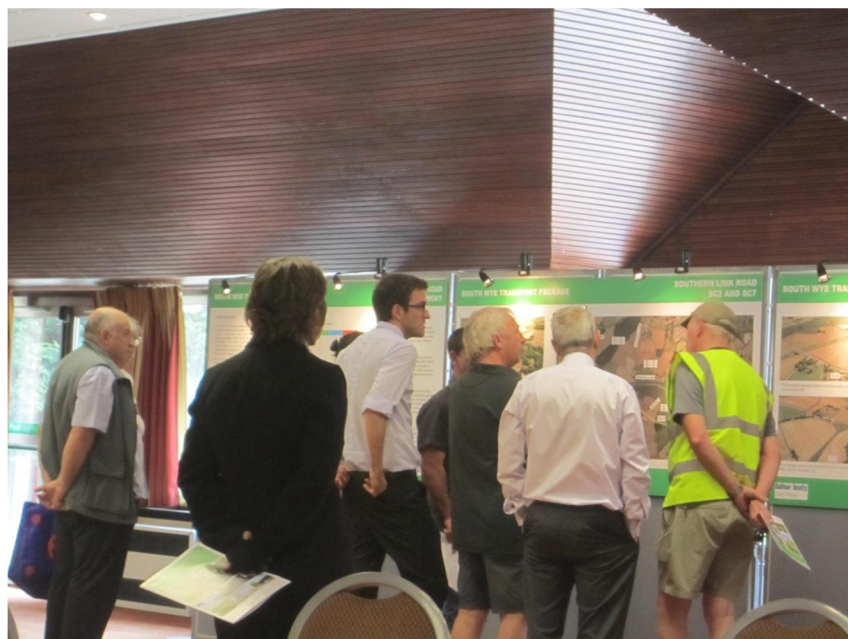
- 2.4.1 Herefordshire Council invited Council Members, other officials, and members of the public who had previously been invited to stakeholder events, to the evening preview on the 30 June 2014. The invitations were sent by letter on the 17 August 2014.
- 2.4.2 There were a total of 45 attendees to the preview, excluding staff.

**2.5 Public Exhibition**

- 2.5.1 The exhibition comprised 15 display panels that showed the development of the options and their resultant appraisal. Photos of the exhibition are shown on the following page.
- 2.5.2 The early panels in the exhibition illustrated the problems within the South Wye area, and summarised Council policy regarding economic development within Hereford.
- 2.5.3 Panels also described the development of the different elements to provide a package that best dealt with the existing problems and future opportunities.
- 2.5.4 The Southern Link Road proposals were presented on panels overlaid on aerial photographs. Traffic flows for the Opening Year (2017) were also shown on these panels.
- 2.5.5 In order to assist visitors in gaining a visual appreciation of the options, photomontages of the different options were included on some of the panels.
- 2.5.6 Copies of the panels were also available on the layout tables at the Three Counties Hotel.



**Picture 1: Public Consultation Exhibition, Three Counties Hotel**



**Picture 2: Public Consultation Exhibition, Three Counties Hotel**

2.5.7 Due to the size of the two libraries, it was not possible to display full size panels. In this case, smaller versions of the panels were displayed.

2.5.8 The exhibition panels can be found in Appendix D. The layout of the panels at the exhibition is provided in Appendix E.

## **2.6 Brochure and Questionnaire**

2.6.1 Additional brochures and questionnaires were on display and attendees were encouraged to take additional copies.

## **2.7 Attendance at the Exhibition**

2.7.1 An attendance register was maintained at the Three Counties Hotel exhibition, with the number of attendees as listed below:

- 45 people attended the preview evening;
- 45 attended on Tuesday;
- 44 attended on Wednesday; and
- 65 attended on Thursday.

2.7.2 Due to their public nature, an attendance register was not used at the two libraries.

2.7.3 The latest census information for the South Wye area showed that it is a community of approximately 23,000 people. This suggests that nearly 1% of the local population attended the exhibition at the Three Counties Hotel.

## **2.8 Requests for Information**

2.8.1 A 'tick' list of items which would be made available post-consultation was used at each of the exhibitions. The list included:

- Exhibition panels;
- Additional questionnaires;
- Brochure; and
- Other.

2.8.2 The public were asked to leave contact details and make their requests for these items on the list, with the assistance of members of staff.

2.8.3 During the exhibition, there were 26 requests for information. These requests were dealt with by the close of the consultation on 8 August 2014.

2.8.4 Formal representations were also made at the exhibition, which include queries, comments and suggestions, as well as more specific requests for information.

2.8.5 There were also 24 written letters of representation received following the public exhibition during the consultation period, some of which required direct responses.

**3 COMMENTS RECEIVED****3.1 Questionnaires Returned**

3.1.1 It was agreed with Herefordshire Council to accept returns of items to the Freepost address up to the 15 August 2014 to allow for postal delays. The final collection of items from the Freepost address and the online survey was made on the 18 August 2014.

3.1.2 By the 18 August 2014, **a total of 231 questionnaires and 24 letters and submissions** had been received in response to the consultation. 86 of the questionnaire responses were received from the online survey.

3.1.3 221 sets of data from the postcodes provided in the questionnaire responses were plotted using GIS. This showed that 130 of the responses came from the South Wye area, 50 of which were within the 2011 Census Ward for Belmont, and 22 from St Martins and Hinton. 91 responses came from outside the South Wye area.

**3.2 Petitions**

3.2.1 One petition was received during the consultation period. This was a 73-name petition in support of Route Options SC2 and SC2A for the Southern Link Road.



## **4 ANALYSIS OF QUESTIONNAIRES AND COMMENTS RECEIVED**

### **4.1 Questionnaire**

4.1.1 The following section provides a summary of the key findings from each of the questions, followed by a more detailed numerical analysis of the 231 questionnaires received in response to the consultation. Each of the percentage figures given is calculated as a proportion of the total responses received to each of the questions unless otherwise directed, as not all of the questions were answered by each respondent.

### **4.2 Question 1**

4.2.1 This question asked respondents whether they considered that the traffic conditions in the South Wye area needed to be improved. The consensus of opinion from this question was that the traffic conditions in the South Wye area need to be improved.

### **4.3 Question 2**

4.3.1 In response to the question "What do you think are the current transport problems within the South Wye area?" the following items from the list were shown to be the biggest five problems (ranked in order in order of responses received).

- 1) Traffic congestion on the A465 (a)
- 2) Delays at the A49/A465 signalised junction (c)
- 3) Traffic congestion on the A49 (b)
- 4) Volume of heavy goods vehicles (k)
- 5) Poor walking/cycling infrastructure (f)

4.3.2 97 of the respondents identified 'Other' problems. Several of the responses covered more than one problem. The issues raised have been grouped and those with the higher percentages are presented below. The percentages shown are as a proportion of the total number of 'Other' responses received.

- |  |          |
|--|----------|
| • Reiterated their views from the list | 36% (35) |
| • Need for a new river crossing        | 13% (13) |
| • Traffic lights                       | 11% (11) |
| • Lack of Park & Ride facilities       | 5% (5)   |
| • Poor highway maintenance             | 5% (5)   |
| • Performance of Tesco roundabout      | 4% (4)   |
| • School traffic                       | 4% (4)   |
| • Rat running                          | 3% (3).  |

**4.4 Question 3**

4.4.1 In this question, respondents were asked to select all those measures that they thought may provide a solution to the problems identified in Question 2. The majority opted for a Southern Link Road as being the strongest measure for relieving the transport problems. Increasing space for cyclists, increasing space for buses, and park & ride/park & share facilities also scored very highly. Increasing space for pedestrians achieved the lowest number of responses.

4.4.2 102 people answered the 'Other' category to the question. These have been grouped and are presented below.

4.4.3 Of the measures raised (136):

- 43% were reiterated from the items in the list
- 33% were in support of an additional bypass of Hereford;
- 11% were in support of improvements to the Asda junction;
- 11% wanted to reduce the amount of school traffic;
- 5% suggested rail improvements;
- 4% wanted improvements to the traffic signals across the city; and
- 3% were in support of improved highway maintenance.

**4.5 Question 4**

4.5.1 In response to this question, respondents were asked to rank the three most important factors in choosing an option. 1 indicated the most important and 3 the least important. In order of number of responses the results are described below.

- The response which received the most 1's was (e) less congestion in Belmont;
- The response which received the most 2's was (a) impact on residential property;
- The response which received the most 3's was (b) impact on landscape; and
- The factor (f) access for tourism, received the lowest number of responses.

4.5.2 39 respondents replied to the 'Other' part of Question 4. 14 of these ranked their response while 25 respondents provided further information. The responses have been grouped together and are presented below:

- 36% of all factors raised were reiterated from the list above;
- Poor noise and air quality was identified 3 times;
- School traffic was highlighted 3 times;
- A bypass was identified twice;
- Traffic conditions at Asda roundabout was identified twice;
- Cost was highlighted twice; and
- Impact upon farming was identified by one person.

**4.6 Question 5**

- 4.6.1 In the questionnaire, respondents were given the option to select their preferred option from the four presented on the consultation panels. The percentage preference is shown below.

<b>a) SC2</b>	35%	<b>b) SC2A</b>	23%	<b>c) SC5</b>	8%	<b>d) SC7</b>	8%	<b>e) No Road</b>	26%
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- 4.6.2 This illustrates that there was a clear preference for option SC2.

- 4.6.3 134 respondents provided further information to explain their reasons for choosing an option. 122 comments were raised by respondents regarding their choice of a Southern Link Road. These have been grouped and are presented below.

Reason	SC2	SC2A	SC5	SC7
Affects fewer residents	16	17	0	0
Least impact on landscape	11	9	0	0
Least visually intrusive	4	9	1	0
Most logical	4	3	0	0
Most cost effective	4	1	0	0
Improves noise pollution	2	7	0	0
Best link between A465 and B4349	2	1	2	1
Improve congestion along A465	1	0	0	0
Best opportunity for improved pedestrian/cycle facilities	1	4	0	0
Prevent rat running	1	0	0	0
Most visual impact	1	0	0	0
New road is essential	2	0	0	1
Least worst option	3	4	0	0
Avoids Grafton Wood	0	0	0	3
Slower speed limit	0	0	0	1
Historically planned route	0	0	0	3
Least environmental impact	0	0	0	2

- 4.6.4 A further 60 comments were raised by respondents regarding their choice of 'No Road'. These have been grouped and are presented below.

Reason	Total
Will not solve current problems	17
Waste of money	11
Improve existing routes	6
No need for the road	11
Negative impact upon environment	3
Impact on rural farmland	1
Spend money on sustainable transport	3
Will increase traffic	3

Disruption during construction	2
Prefer other option	2
Route will encourage HGVs	1

4.6.5 Additional comments were also raised and are summarised below:

- Support for an additional bypass;
- Need to remove traffic signals from Asda roundabout;
- Dualling the A49 from Ross on Wye; and
- Support for bus lanes and sustainable transport.

#### **4.7 Question 6**

4.7.1 In response to this question, people were given the opportunity to identify their interests in the scheme. There were a number of choices and respondents were asked to tick all that applied.

4.7.2 The majority of the responses classified themselves as (g) a regular user of the A465. A large proportion of the remaining responses showed that respondents were (f) a regular user of the A49 or (a) a resident of Belmont.

4.7.3 83 people completed the 'Other' part of this question. The interests identified within these responses are summarised below

<b>Interest</b>	<b>Total</b>
Live in Grafton	15
Close to the proposed SLR	10
Walk/cycle in the area	5
Live in Clehonger	3
Live on Haywood Lane	2
Newton Farm	2
Rural area	2
Merryhill Lane	2
Advising local residents	2
Live in Hereford	1
Dinedor	1
Peterchurch	1
South West Herefordshire	1
Puton	1
Allensmore	1
Member of Council	1

**4.8 Question 7**

4.8.1 As an open question, the responses to this question covered a wide range of issues. These have been grouped or classified for ease of interpretation. There were 103 responses. However, most people covered a limited number of issues in their answers.

4.8.2 Of the issues raised, those categories that were identified the most are shown below. The full records are illustrated in Appendix E.

Total	Issue
26	Support for an alternative bypass of Hereford N-S
17	In support of sustainable transport package
15	In support of SC2A as it affects least people and has the least impact on environment
13	In support of SC2 as it affects least people and has the least impact on environment
12	Do not support bus lanes along the A465
12	Concerned about the cost
10	Support the SLR
9	Do not support a SLR as they do not believe it will work
8	Improvements to Asda roundabout
7	Support for cycle lanes along the A465
7	Congestion on the A465 including parked cars
6	Support for bus lanes along the A465
6	Support for tidal flow lanes along the A465
5	Support park and ride facilities
5	Remove school traffic
5	Impact upon the environment

**4.9 Question 8**

4.9.1 Respondents were asked whether they attended an exhibition venue. 43% of those who responded to this question attended an exhibition venue.

**4.10 Question 9**

4.10.1 This question related to the provision of the exhibition. The following is a summary of the results, as a percentage of the responses to each part of the question.

- Did you receive sufficient notification of the exhibition? 37% said yes;
- Did the exhibition meet your expectations? 73% said yes;
- Was the information displayed sufficient to answer any queries that you may have had? 61% said yes;

- Did the venue suit you? 85% said yes;
- Were the opening times sufficiently long? 79% said yes; and
- Were the staff sufficiently informed to answer your questions? 69% said yes.

**4.11 Question 10**

4.11.1 The responses to this question “How did you hear about the exhibition?” are shown below.

a) Brochure through letter box	b) Local poster	c) Local radio	d) Newspaper advert	e) Word of mouth	f) Other
15%	2%	6%	6%	24%	55%

4.11.2 There were 104 written responses to the ‘Other’ option. 17% stated that they were invited to the Preview Evening, 23% had obtained brochures from local deposit locations, 12% were notified by either social media or the internet, and 15% were notified by their local MP or Councillor.

4.11.3 10% of respondents said that they did not hear about the exhibition until the exhibition was closed.

**4.12 Question 11**

4.12.1 There were 76 responses to the question “Do you have any suggestions to improve future exhibitions?” In summary 46% wanted more advertising in advance of the exhibitions, 13% wanted more technical information, 11% wanted either longer opening hours or more locations, 4% were not aware of the consultation, 4% wanted more engaged staff, and 7% wanted refreshments to be made available.

**4.13 Detailed Breakdown of Questionnaire Results**

4.13.1 The following tables give a more detailed breakdown of the responses to each of the questions.

Question			All	Comments
1	Do you consider that the traffic conditions in the South Wye area need to be improved? (220)	Yes (209)	95%	219 people answered Question 1. % given is as a proportion of the responses received.
		No (11)	5%	

Question			All	Rank	Comments
2	What do you think are the current transport problems within the South Wye area? (Please rank in order with 1 being the most important and 14 being the least important) (221)	a) Traffic congestion on the A465 (211)	3.00	1	The most important current transport problem in the South Wye area was considered to be the traffic congestion on the A465. The least important was 'Other'.
		b) Traffic congestion on the A49 (206)	4.63	3	
		c) Delays at the A49/A465 signalised junction (202)	4.00	2	
		d) Lack of pedestrian crossing facilities (196)	8.73	11	
		e) Poor access to public transport (197)	7.07	6	
		f) Poor cycling/walking infrastructure (198)	7.03	5	Although 141 people ranked 'Other', only 97 wrote text answers in the available space.
		g) Community severance (where traffic inhibits access to goods, services or people) (192)	8.78	12	
		h) Poor air quality/noise along the A465 (196)	8.14	9	
		i) Poor air quality/noise along the A49 (194)	9.21	13	
		j) Poor public transport links to rural areas (202)	7.18	7	
		k) Volume of heavy goods vehicles (209)	6.73	4	221 people ranked options in Question 2. 5 people misinterpreted the question and ticked the options they thought applied. 5 respondents did not answer at all.
		l) Dependency on car use (200)	7.29	8	
		m) Traffic delays at the A49/Holme Lacy Road/Walnut Tree Avenue junction (195)	8.24	10	
		n) Other. Please specify below. (141)	10.09	14	
					The figures in the All column represent the Sum of the Responses (e.g. 1+2+3+2+3+1...) divided by the total number of responses (e.g. 211, 206, 202...)



Question			All	Comments
3	Which measures would you see as addressing the problems identified in Question 2? (Tick all boxes that apply) (222)	a) Increasing space for pedestrians (52)	23%	222 people answered Question 3. % given is as a proportion of the responses received.
		b) Increasing space for cyclists (94)	42%	
		c) Increasing space for buses (95)	43%	Of the 222 respondents, 9 people ranked the options. Option e) was ranked the highest.
		d) Southern Link Road (125)	56%	
		e) Park & Ride/Park & Share facilities (104)	47%	102 people wrote text answers in the available space for 'Other'.
		f) Other. Please specify below. (102)	46%	

Question			All	Rank	Comments
4	Rank the three most important factors in choosing an option. (1 being the most important; 3 being the least important.) (217)	a) Impact on residential property (106)	1.97	3	The most important factor in choosing an option was considered to be the removal of congestion from Belmont. The least important was access for tourism.
		b) Impact on landscape (101)	1.99	4	
		c) Impact on businesses (52)	2.25	8	
		d) Reducing traffic in communities (111)	2.02	5	39 people wrote text answers in the available space for 'Other'.
		e) Less congestion in Belmont (132)	1.50	1	
		f) Access for tourism (28)	2.46	9	
		g) Improved facilities for non-motorised users (82)	2.04	6	The figures in the All column represent the Sum of the Responses (e.g. 1+2+3+2+3+1...) divided by the total number of responses (e.g. 106, 101...)
		h) Improved access to employment opportunities (70)	2.14	7	
		i) Other. Please specify below. (14)	1.57	2	

Question			All	Comments
5	For the Southern Link Road, which option on the brochure map do you prefer if a new road were part of the solution? (Tick one box) (203)	a) SC2 (71)	35%	203 chose an option for Question 5. % given is as a proportion of the responses received.  134 respondents (58% of all respondents) provided an explanation for their chosen option, including 10 people who did not chose an option.  134 respondents provided further information.
		b) SC2A (46)	23%	
		c) SC5 (16)	8%	
		d) SC7 (17)	8%	
		e) No road (53)	26%	
		f) Please use the space below if you wish to explain your reasons for choosing an option above. (134)	58%	

Question			All	Comments
6	Which of the following best describes your interest in the study? (Tick those boxes that apply) (228)	a) I am a resident of Belmont (67) b) I am a resident of Lower Bullingham (9) c) I am a local resident of Redhill (5) d) I own land through which one of the routes would pass (8) e) I work at the Rotherwas Industrial Estate (11) f) I am a regular user of the A49 (97) g) I am a regular user of the A465 (137) h) I am a tourist or a visitor to the area (6) i) Other. Please specify below. (84)	29% 4% 2% 4% 5% 43% 60% 3% 37%	228 people answered Question 6. % given is as a proportion of the responses received.

Question		All	Comments
7	Please add any other comments you may have (103)	45%	103 people added further comments. % given is as a proportion of all respondents.

Question		All	Comments
8	Did you attend an exhibition venue? (222)	Yes (96)	222 people answered Question 8. % given is as a proportion of the responses received.
	No (126)	43%	
		57%	

Question			All	Comments
9	a) Did you receive sufficient notification of the exhibition? (175)	Yes (65)	37%	
		No (110)	63%	
	b) Did the exhibition meet your expectations? (101)	Yes (74)	73%	
		No (27)	27%	
	c) Was the information displayed sufficient to answer any queries that you may have had? (104)	Yes (63)	61%	
		No (41)	39%	
	d) Did the venue suit you? (108)	Yes (92)	85%	
		No (16)	15%	
	e) Were the opening times sufficiently long? (107)	Yes (85)	79%	
		No (22)	21%	
	f) Were the staff sufficiently informed to answer your questions? (95)	Yes (66)	69%	
		No (29)	31%	

Question			All	Comments
10	How did you hear about the exhibition? (Tick all boxes that apply) (190)	a) Brochure through letter box (28)	15%	190 people answered Question 10. % given is as a proportion of the responses received.
		b) Local Poster (4)	2%	
		c) Local Radio (12)	6%	
		d) Newspaper advert (12)	6%	
		e) Word of mouth (46)	24%	
		f) Other. Please specify (104)	55%	

Question			All	Comments
11	Do you have any suggestions to improve future exhibitions? (76)		33%	76 people added further comments. % given is as a proportion of all respondents.





**4.14 Analysis of Community Views**

- 4.14.1 Further to the feedback received from the questionnaires, comments have also been analysed from 24 letters and submissions received from local residents. These detailed submissions have been considered and are held on file. The responses received were many and varied, but a number of more common themes were evident. These are summarised below.
- 4.14.2 Various traffic problems along the A465 Belmont Road were highlighted, including cars parking, bus stops creating hold ups, and congestion at junctions, which is creating poor air quality and noise. Several people, however, mentioned that the Highway Agency have reported a reduction in traffic volume on the A49 in recent years.
- 4.14.3 Many of the letters from local residents supported funding the sustainable transport measures proposed in the SWTP as a way to tackle the congestion problems. Support was given to improving and widening footways, and making routes and crossings safer. Whilst it was recognised that there is existing cycle infrastructure in the South Wye area that had not been detailed in the exhibition panels, it was acknowledged that perhaps more was needed to encourage use of the routes, by making the routes safer and more welcoming.
- 4.14.4 Whilst there was some support for introducing a bus lane to the A465, a popular comment was the need to increase the bus services first. People wanted to see bus laybys, which would remove them from the carriageway when they are stopped to limit traffic from being held up. Concern was raised that creating a bus lane could make congestion worse for other road users, and perhaps the space could be used to create tidal flow lanes. There was, however, support for a park & ride scheme to be included in the package.
- 4.14.5 A common response involved the high level of traffic during school terms, when congestion is at its worst, and the recognition of this reducing during the school holidays. Suggestions therefore included encouraging parents to walk their children to school instead of using their cars.
- 4.14.6 With regards to the proposed Southern Link Road, some letters highlighted the impacts that need to be taken into consideration. These include the impact on farming and livelihoods given the rural location. The impact to biodiversity and the environment was highlighted as a worry. However, there was an examination of the status of Hayleasow Wood as an "Ancient Woodland", as it was felled in the 1960s.
- 4.14.7 Concern was raised over the impact to the landscape and the blight on the countryside, which could reduce tourism. There was also concern over heritage assets, including the potential damage to the setting of Grade II\* listed buildings. It was noted that there was not enough mention of mitigation measures, including reducing the visual impact of the road.
- 4.14.8 People were also concerned that not enough evidence had been provided to justify the potential cost of the new road, and debated whether it would solve the current congestion problems. People would have liked to have seen detailed traffic figures to show the predicted use of the new road. Some people would have preferred to see the money being spent on public transport and traffic management. Others considered that they could not be objective without a detailed breakdown of the costs associated with each route.

- 4.14.9 It was acknowledged that the assertion in the exhibition that the new road will unlock barriers to development of the Hereford Enterprise Zone (HEZ) and further housing development is misleading, as the location would never have been chosen and approved if significant barriers to development existed. Some also highlighted that the Rotherwas Relief Road was built for this purpose and is under-used. Some were also uncomfortable with the outcome that the new road would help unlock further housing development, as they felt more housing would make traffic worse.
- 4.14.10 There were mixed views regarding the process, with some stating that a wider choice of routes for the Southern Link Road should have been included at this public consultation, and others feeling that the process should have been further along with a preferred route already chosen. There is the opinion that there should “be more meetings, more publicity and more incentives for people who want to attend them”, whilst others are “extremely anxious for this project to go ahead with no opportunity for legal delays”.
- 4.14.11 The planning process was also considered. It was noted that the preferred routes included in this consultation differ from the historically established alignment.
- 4.14.12 It was also debated which road choice would affect residents the most, with most responses concluding that the alignments for SC2 and SC2A would affect fewer properties.
- 4.14.13 Questions over the methodology applied to the Appraisal Summary Tables used to score each alignment have been put forward.
- 4.14.14 Some local residents have requested that the proposed alignments be considered in relation to their land and properties, and therefore perhaps slightly tweaked in order to achieve a more preferable route.

#### **4.15 Analysis of Social Media Responses**

- 4.15.1 Two responses on Facebook highlighted the inconsistencies of the costs associated with the package that have been detailed at various stages throughout the process.
- 4.15.2 Opinions of the cause of the congestion problems in the South Wye area were also given, including an observation that traffic bottlenecks at the Greyfriars Bridge, with local vehicles wanting to cross from the south to the city centre, north of the river. The feedback includes the suggestion that there needs to be another way to cross the river.
- 4.15.3 Twitter was used to advertise the public exhibition, both by Herefordshire Council and local MP Jesse Norman. However, no members of the public used this website to provide feedback.

#### **4.16 Analysis of Stakeholder Views**

- 4.16.1 **Hereford City Council** has provided feedback on the proposals, and has commented that improving facilities for cyclists generally is highly desirable. It recognises that there may be some difficulties installing a cycle lane on the length of the Belmont Road, given the narrow width at points. If safe separation can be achieved without increasing congestion on an over-crowded road, then the Council would support such a plan. It has been acknowledged that local Councillors regard congestion in Belmont Road as a real concern, which they point out is echoed in the community consultation responses.

- 4.16.2 **The Highways Agency** has provided its views in writing. It acknowledges the commitment of £34.98 million towards the SWTP from the Marches Local Enterprise Partnership (LEP) single growth fund settlement. It notes that the SWTP provides a series of complementary transport measures, which is welcomed in principle. It supports the proposed improvements to walking and cycling on the A465, but would like to understand the traffic implications to the A49 if a bus priority measure were to be included. The Agency notes that the route alignment options appear to reflect the need to consider local topography. It supports the location of the junction with the A49 at the roundabout with the Rotherwas Access Road in principle, provided assessments of capacity are undertaken. The Agency requests that the design standards and alignment of the scheme are considered with reference to the Western Relief Road, should the Council's Submission Draft Core Strategy be approved.
- 4.16.3 **English Heritage** has provided its views in writing. They outlined that they were not directly consulted on the recent consultation of the four options. They acknowledge that there are a number of heritage assets, both designated and undesignated that may be affected by the proposed routes. They outline that a more detailed assessment of the harm to the significance of the heritage assets, including their settings will be required. They also recognise that as a statutory agency they will be engaged through any future planning application and EIA stage, although they want to highlight that the Council should ensure that all the appropriate evidence base and assessment has been undertaken in identifying the preferred route in the first instance.
- 4.16.4 **Jesse Norman MP** has provided a written response to the consultation in his capacity as Member of Parliament for Hereford and South Herefordshire. He welcomes the objectives of the SWTP, and is broadly in favour of the measures proposed to improve accessibility and reduce congestion in Hereford. He does, however, have some caveats and concerns, including the need to have costings and detailed traffic modelling in order to appraise the effect of the Southern Link Road. He would like to see a detailed cost-benefit analysis before approval. He also recognises the need for sensitivity towards the environment and local residents, and urges that their concerns are listened to. He welcomes proposals to provide additional pedestrian crossings, and would like to see existing cycle infrastructure made safer and more welcoming. He has concerns over the proposed bus lane, for instance how it would be monitored, and if it is indeed necessary given the cuts to bus services.
- 4.16.5 All letters, submissions, and correspondence that have been received regarding the consultation have been considered and are held on file.

## **5 CONCLUSIONS**

### **5.1 Effectiveness of Consultation**

- 5.1.1 The total attendance at the exhibitions was 199 people, with a total number of responses to questionnaires of 231. 217 of the responses came from within the County of Herefordshire. 50 of these were from residents of Belmont, and 22 were from St Martins and Hinton.
- 5.1.2 It is considered that the consultation, which has followed the principles of the guidance outlined in WebTAG, has been effective in terms of the local coverage and attendance. Although a criticism by the public is that there should have been greater publicity in the run up to the Public Consultation Exhibition. It is clear from the consultation that, with such a large study area, affecting a combination of rural, urban, farming and industrial landscapes, the views are wide-ranging.

### **5.2 Outstanding Actions**

- 5.2.1 Following issues raised during the consultation, members of the public have suggested alternative alignments to the Southern Link Road options. These alternative alignments have been reviewed, and are addressed within the South Wye Transport Package Preferred Option Report.

### **5.3 Summary of Public Consultation Results**

- 5.3.1 The majority of those members of the public who completed and returned questionnaires to the consultation, considered themselves to be either regular users of the A465 or A49, or a resident of Belmont.
- 5.3.2 The responses showed that there was clear support for the opinion that the traffic conditions in the South Wye area need to be improved.
- 5.3.3 The public identified congestion along the A465, the A49 and at the A49/A465 junction as the main transport problems within the area. The amount of HGVs and accessibility to public transport were regularly mentioned as other key problems.
- 5.3.4 The overall theme which appeared to consolidate across the majority of the responses was that a Southern Link Road is necessary, with a combination of more cycling infrastructure and greater public transport provision.
- 5.3.5 It was possible to identify the likely preferred route in the opinion of the public who responded to the public consultation as SC2. This option was also supported by a 73-name petition, and 'scored' highly in the appraisal of the SLR options. The alternative 'No Road' option to the SLR received the second highest number of positive responses. The two SLR options that have a northern alignment, SC5 and SC7, received the lowest amount of support from the public.
- 5.3.6 There was also strong support for an alternative bypass via a second river crossing of the Wye, either to the west or east of Hereford, although this was not presented as an option during the consultation.

Appendix A

**Public Consultation Brochure**



# South Wye Transport Package



## Welcome

Herefordshire Council is looking at ways to improve the transport conditions in the South Wye area of Hereford as part of the council's overall strategy for the city.

We would like your views on the transportation problems and options. Herefordshire Council is going to hold free public exhibitions which will explain these options in more detail. Information on these exhibitions is below and on the back of this brochure.

### This brochure provides information on:

- The forthcoming public exhibitions in Hereford
- The development of the study and descriptions of the transport improvement options
- How you can make comments on the options
- What happens next

## Exhibition times and venue

Date	Venue	Time
Tuesday 1 July 2014	Three Counties Hotel, Hereford	12:00 – 20:00
Wednesday 2 July 2014		
Thursday 3 July 2014		



*Three Counties Hotel, Hereford*

## Purpose of the study

The aim of the South Wye Transport Package is to promote Herefordshire Council's and the Marches Local Enterprise Partnership's (LEP) aspirations for economic growth within Hereford while tackling the specific problems identified within the South Wye area. They aim to promote economic development by unlocking the barriers for both housing and economic growth, including land at the Hereford Enterprise Zone (HEZ).

Specific problems identified within the South Wye area have predominantly been caused by the level of congestion along the A465. This has resulted in poor levels of air quality, noise, and public transport usage which have resulted in large numbers of short distance trips being made by car. This in turn has led to less physical activity resulting in greater health problems.

### Objectives for the study:

- Reduce congestion and delay
- Enable access, particularly to developments such as the HEZ
- Reduce the growth in emissions such as CO<sub>2</sub>, NO<sub>x</sub> and PM<sub>10</sub>s
- Reduce traffic noise
- Encourage physical activity
- Reduce accidents

The results of the appraisal to date are summarised in this brochure and will be available in more detail at the public exhibitions.

## Future problems

If nothing is done we expect increased congestion along the A465 as a result of economic growth with the following consequences:

- Further severance within the community due to greater levels of traffic
- Lower accessibility to public transport and less use of roads for walking/cycling resulting in less physical activity
- Longer public transport journey times due to buses being stuck in greater queues
- An increase in heavy good vehicles creating more noise, air pollutants and further reduction in perceived pedestrian and cyclist safety
- Reduced network resilience as greater traffic flow is constrained to two routes
- Further social deprivation as a result of constrained economic and housing development

## Package assembly

We have identified a number of possible elements that could address the problems and objectives of the study. These elements cover many different transportation modes, strategies and interventions. The elements have been grouped into three key approaches which are:

### Traffic Max

This approach aims to generate maximum capacity for vehicles within the South Wye area by either widening the A465 to accommodate two lanes in each direction, grade separation of the A49/A465 junction or the removal of traffic signals from the A49/A465 junction.

### Sustainable Transport Max

This approach aims to reduce the use of the private car through improvements to public transport, the introduction of bus lanes, segregated cycle routes and lanes, pedestrian crossings, the introduction of a tree line boulevard along the A465 or small localised improvements.

### New Southern Link Road

This approach aims to generate additional capacity with new infrastructure to the south of Hereford.

## Package of measures assessment

A high level qualitative assessment has been undertaken on the three approaches and is summarised below.

The assessment illustrates that none of the three approaches satisfies all of the study objectives. The 'Traffic Max' approach does not provide substantial benefit within the South Wye area nor does it satisfy any of the study objectives. Therefore this approach has not been deemed feasible and did not undergo further assessment.

The 'Sustainable Max' and the 'New Southern Link Road' contribute to the delivery of the study objectives but do not satisfy all of the objectives in isolation. Therefore the recommendation for the South Wye Transport Package is to combine the 'New Southern Link Road' with elements of the 'Sustainable Transport Max' approach.

Objectives	Package approach			
	Traffic Max	Sustainable Transport Max	New Southern Link Road (SLR)	Sustainable Transport Max and New SLR
Reduce congestion and delay	—	—	✓	✓
Enable access, particularly to developments such as the HEZ	x	x	✓	✓
Reduce the growth in emissions such as CO <sub>2</sub> , NO <sub>x</sub> and PM <sub>10</sub> s	x	✓	—	✓
Reduce traffic noise	x	✓	—	✓
Encourage physical activity	x	✓	—	✓
Reduce accidents	—	—	✓	✓

x Does not meet objective

— Partially meets objective

✓ Fully meets objective



## Sustainable Transport Max

The Sustainable Transport Max is shown schematically on page 6 and indicates the potential elements that could be used in a preferred Sustainable Transport Max option. It includes the inbound bus lane along the A465 as further appraisal has indicated that the element offers the greatest economic benefits, including time savings and greater service reliability for bus users. The bus lane could be used by bicycles, and improvements to crossing facilities on the A465 will offset any adverse severance impacts due to the widening of the carriageway. The bus lane would require the removal of some residents parking on the A465.

The scheme will also be complimented with a Personalised Travel Planning programme for both the Belmont and Holme Lacy Road areas.

## New Southern Link Road

The Southern Link Road involves the construction of a new section of road between the A49 Ross Road/Rotherwas Access Road Roundabout to the A465 and the B4349 Clehonger Road. A link to Clehonger Road has been included to overcome the current poor visibility of the existing junction with the A465.

In total eight options were initially developed. As further detailed work and appraisal has been undertaken on these options, four routes have been identified as affecting the ancient woodland of Newton Coppice. National policy now considers ancient woodland as an irreplaceable habitat which is unlikely to be fully mitigated. These options are therefore not feasible.

The remaining options are described below and illustrated on page 7 of this brochure:

### Route Option SC2

Involves the construction of a new roundabout on the A465. The road passes through the centre of Grafton Wood and continues westwards over Grafton Lane and Withy Brook. Thereafter, it straightens up immediately heading in a north-west direction to the A465.

### Route Option SC2A

The alignment is identical to SC2, except that the new road section will pass underneath the railway line.

### Route Option SC5

Passes through the northern part of Grafton Wood and in a north-westerly direction, crosses the densely wooded area between Grafton Lane and Withy Brook before turning west to cross underneath the railway line. The route continues through Merry Hill and under Haywood Lane towards the A465.

### Route Option SC7

Passes through the northern tip of Grafton Wood but avoids the southern extent of the dense wooded area between Grafton Lane and Withy Brook. It then runs to the south of Merryhill Lane before cutting through Merry Hill and under Haywood Lane. From this location the road heads in a westerly direction to the A465.

All of these options would include a weight restriction on the A465 at the bridge of the Great Western Way, with supporting signage at either end of Belmont Road.



## New Southern Link Road appraisal

To identify the overall success of the New Southern Link Road an appraisal has been undertaken on the four feasible options combined with Sustainable Transport Max. The appraisal process carefully considers all the impacts – positive and negative done by considering the scheme against a standard set of criteria, set out by the Department for Transport. This then enables the council to make an informed decision.

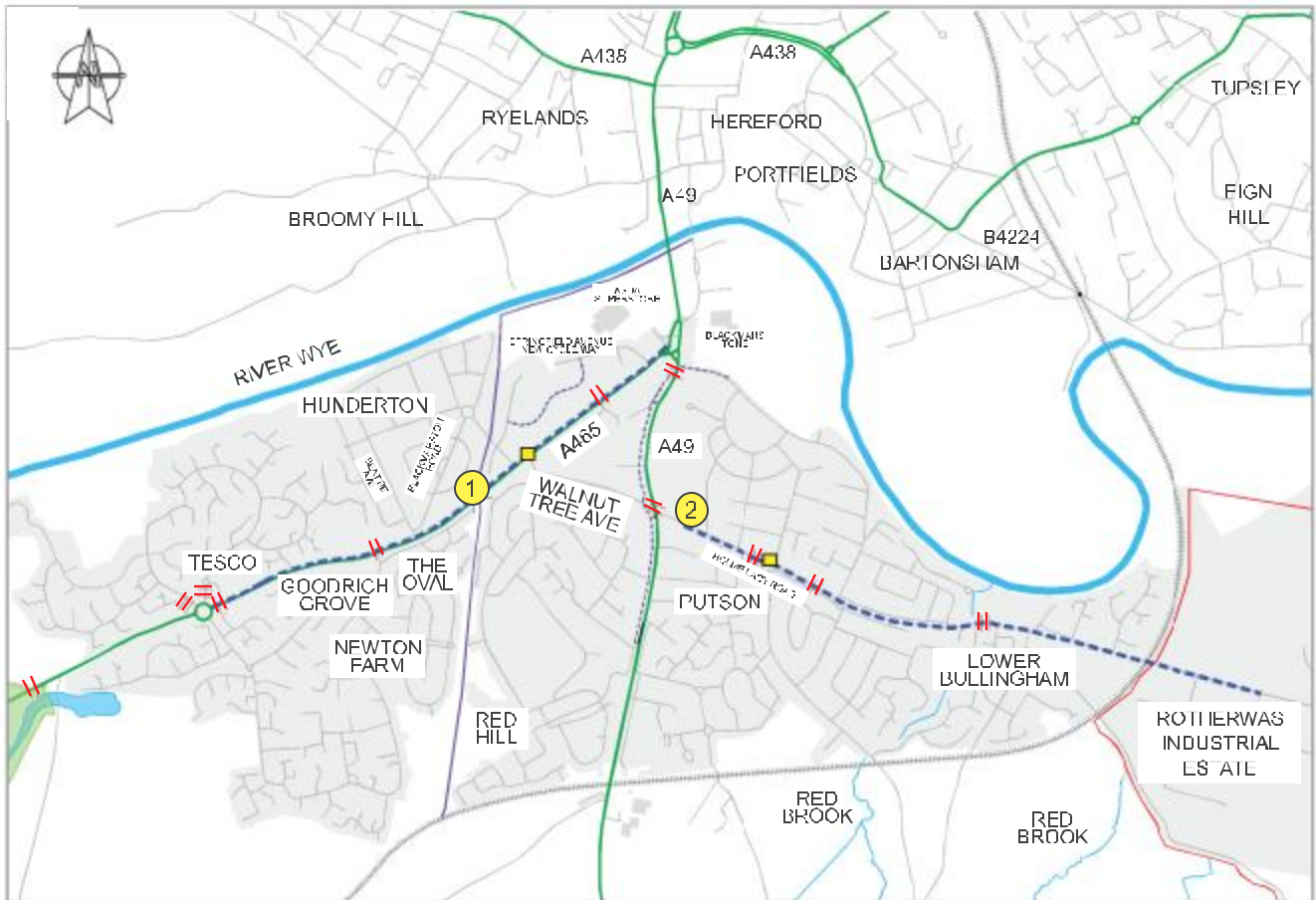
Appraisal criteria	SC2	SC2A	SC5	SC7
<b>Economy</b>				
Business users and transport providers	1	1	1	1
Reliability impact on business users	1	1	1	1
Regeneration	3	3	3	3
Wider impacts	2	2	2	2
<b>Environment</b>				
Noise	-3	-3	-3	-3
Air quality (LOCAL)	-2	-2	-2	-2
Greenhouse gases	-1	-1	-1	-1
Landscape/townscape	-2	-2	-3	-2
Historic environment	-1.5	-1.5	-1.5	-1.5
Biodiversity	-2	-2	-2	-1.5
Water environment	-1	-1	-1	-1
<b>Social</b>				
Commuting and other users	1	1	1	1
Reliability impact on commuting and other users	1	1	1	1
Physical activity	-2	-2	-2	-2
Journey quality	2	2	1	1
Accidents	2	2	2	2
Security	2	2	2	2
Access to services	2	2	2	2
Affordability	1	1	1	1
Severance	1	1	1	1
Option and non-use values	0	0	0	0
<b>Public accounts</b>				
Cost to broad transport budget	2	1	0	0
Indirect tax revenues	0	0	0	0
<b>Total</b>	<b>6.5</b>	<b>5.5</b>	<b>2.5</b>	<b>4</b>

*Note: The scores are made up of criteria under the main headings of Economy, Environment, Social and Public Accounts. The range for the scores is from -3 (Major Adverse), to 0 (Neutral), to +3 (Major Beneficial).*

The results of the appraisal show that all of the options provide many benefits to the economy by unlocking barriers to the development of the Hereford Enterprise Zone and further housing development. They all reduce congestion and improve journey times. There are also negative impacts to the environment, including increasing road traffic noise, reducing air quality and impacts to the landscape.

Overall the appraisal illustrates that **option SC2 is the best performing option for New Southern Link Road.**

## Sustainable Transport Max



### Key

- ■ ■ Proposed Bus and Cycle Way
- ■ ■ ■ ■ Proposed Cycle Way
- A Road
- = Pedestrian/cycle crossing improvement
- Junction improvement
- Existing Cycle Way to be improved
- Rotherwas Industrial Estate

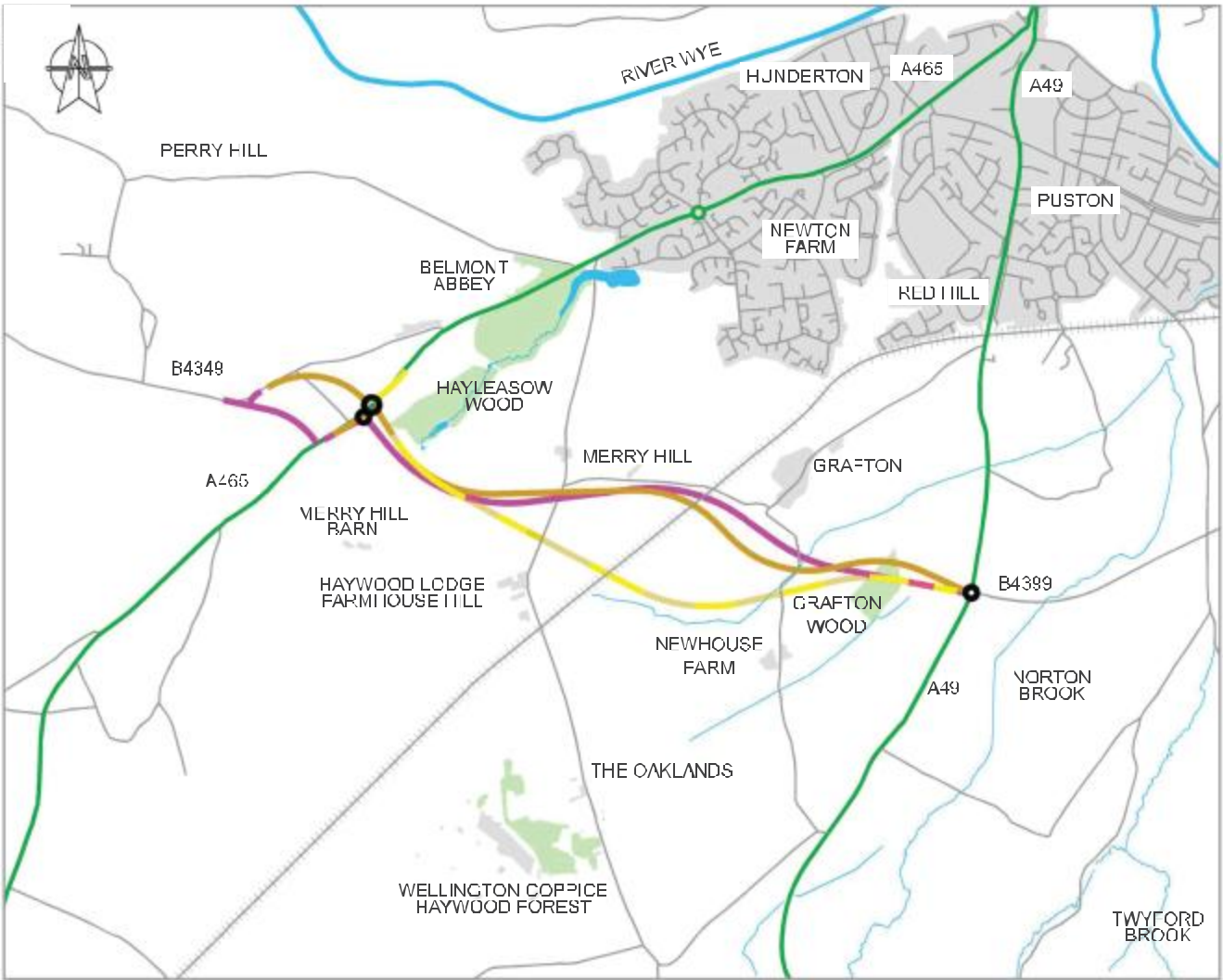


Photomontage illustrating a northbound bus lane on the A465



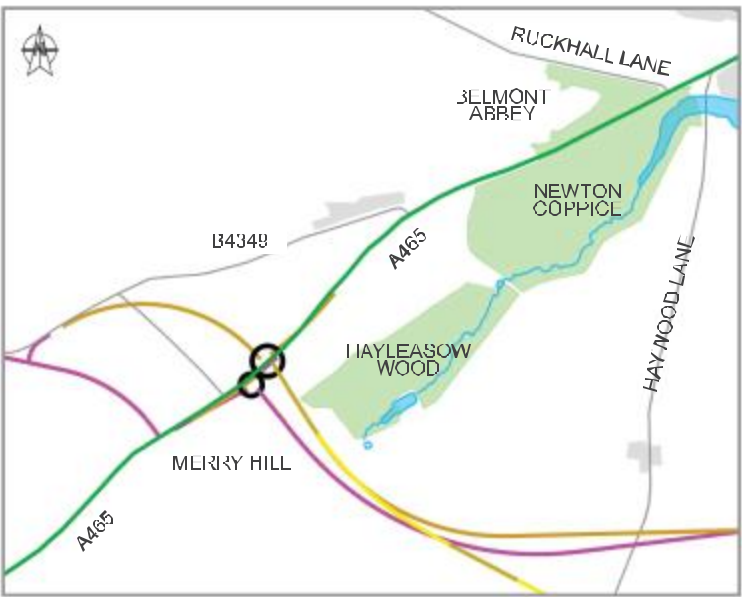
Photomontage illustrating a westbound bus lane along Holme Lacy Road

# New Southern Link Road options



**Key**

- SC2
- SC2A
- SC5
- SC7
- RBT
- Woodland
- A Road
- B Road



## South Wye Transport Package

### How can you help?

You can give your views on the study by returning the enclosed questionnaire by 8 August 2014.

We recommend that you visit one of the public exhibitions where representatives from Herefordshire Council and their consultants will be available to answer your questions and explain the study in more detail.

### Exhibition times and venue

Date	Venue	Time
Tuesday 1 July 2014	Three Counties Hotel, Hereford	12:00 – 20:00
Wednesday 2 July 2014		
Thursday 3 July 2014		

### What happens next?

Completed questionnaires and any other comments received in response to this Public Consultation will be considered carefully by Herefordshire Council, Balfour Beatty Living Places and Parsons Brinckerhoff. A decision will then be made on a preferred route for the New Southern Link Road in early Autumn.

### How to make an enquiry

Contact Herefordshire Council with your feedback or queries by:

- Attending one of the public exhibitions in Hereford
- Returning the questionnaire to the Freepost address

### Access to information

Herefordshire Council will use the questionnaires and any further information from the public to provide evidence for developing ways to improve transport in the South Wye area. The questionnaire will be disposed of securely after it has served this purpose. A summary of the responses to the consultation will be published, a list comprising of names and postal towns (e.g. Mr A N Other, Hereford) of those who have responded will be included. If you do not wish to be identified, even as in the proposed example, you will need to advise us by including a note in your response or tick the required box on the questionnaire.

Herefordshire Council is subject to the Freedom of Information Act 2000, (Fol) and Environmental Information Regulations (EIRs) which means that this questionnaire may be released in response to a request for information. However, all personal data on your form will be treated in line with our obligations under the Data Protection Act, 1998.

If you are unable to attend the public exhibition, please visit [www.herefordshire.go.uk/south-wye-transport-package](http://www.herefordshire.go.uk/south-wye-transport-package) from the 1 July 2014 for up to date information on the SWTP.

You can also join us on Facebook at [www.facebook.com/HfdsCouncil](http://www.facebook.com/HfdsCouncil) and Twitter @HfdsCouncil where we will welcome your opinions and feedback.

This brochure and supporting documentation is available in alternative formats on request.



## Appendix B

# Leaflet Drop Locations









## Appendix C

# Public Consultation Questionnaire



# South Wye Transport Package

## PUBLIC CONSULTATION QUESTIONNAIRE

We would like to know your views on the options for improving transport conditions in the South Wye area with a package of measures including a new Southern Link Road as part of the council's overall strategy for Hereford. The consultation brochure and the exhibition explain the options and their likely effects. Please complete the questionnaire below by marking the relevant boxes.

Your views will be treated in confidence and will be taken into account in making decisions about the scheme. Confidentiality, privacy and data protection issues are explained at the end of this questionnaire and in the consultation brochure in full under the heading Access to Information.

Name: .....

Address: .....

.....

.....

**Please print your name, address and post code in CAPITALS.**

Post Code: .....

**This is only required to check the geographical origin of responses.**

### Question 1

Do you consider that the traffic conditions in the South Wye area need to be improved?

Yes	No

### Question 2

What do you think are the current transport problems within the South Wye area? **(Please rank in order, with 1 being the most important and 14 being the least important)**

- a) Traffic congestion on the A465
- b) Traffic congestion on the A49
- c) Delays at the A49/A465 signalised junction
- d) Lack of pedestrian crossing facilities
- e) Poor access to public transport
- f) Poor cycling/walking infrastructure
- g) Community severance (where traffic inhibits access to goods, services or people)
- h) Poor air quality/noise along the A465
- i) Poor air quality/noise along the A49
- j) Poor public transport links to rural areas
- k) Volume of heavy goods vehicles
- l) Dependency on car use
- m) Traffic delays at the A49/Holme Lacy/ Walnut Tree Avenue junction
- n) Other. Please specify below.

a)	
b)	
c)	
d)	
e)	
f)	
g)	
h)	
i)	
j)	
k)	
l)	
m)	
n)	

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### Question 3

Which measures would you see as addressing the problems identified in Question 2? **(Tick all boxes that apply)**

- a) Increasing space for pedestrians
- b) Increasing space for cyclists
- c) Increasing space for buses
- d) Southern Link Road
- e) Park & Ride / Park & Share facilities
- f) Other. Please specify below.

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

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### Question 4

Rank the **three** most important factors in choosing an option. **(1 being the most important; 3 being the least important.)**

- a) Impact on residential property
- b) Impact on landscape
- c) Impact on businesses
- d) Reducing traffic in communities
- e) Less congestion in Belmont
- f) Access for tourism
- g) Improved facilities for non-motorised users
- h) Improved access to employment opportunities
- i) Other. Please specify below.

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

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### Question 5

For the Southern Link Road, which option on the brochure map do you prefer if a new road were part of the solution? **(Tick one box)**

a) SC2	b) SC2A	c) SC5	d) SC7	e) No road

Please use the space below if you wish to explain your reasons for choosing an option above.

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### Question 6

Which of the following **best** describes your interest in the study? **(Tick those boxes that apply)**

- a) I am a resident of Belmont
- b) I am a resident of Lower Bullingham
- c) I am a local resident of Redhill
- d) I own land through which one of the routes would pass
- e) I work at the Rotherwas Industrial Estate
- f) I am a regular user of the A49
- g) I am a regular user of the A465
- h) I am a tourist or a visitor to the area
- i) Other. Please specify below.

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

.....

### Question 7

Please add any other comments you may have (continue on separate paper if necessary).

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**We would appreciate your feedback on the exhibition.**

**Question 8**

Did you attend an exhibition venue?

Yes	No

**Question 9**

- a) Did you receive sufficient notification of the exhibition?  
b) Did the exhibition meet your expectations?  
c) Was the information displayed sufficient to answer any queries that you may have had?  
d) Did the venue suit you?  
e) Were the opening times sufficiently long?  
f) Were the staff sufficiently informed to answer your questions?

Yes	No

**Question 10**

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

<b>a)</b> Brochure through letter box		<b>b)</b> Local poster		<b>c)</b> Local radio		<b>d)</b> Newspaper advert		<b>e)</b> Word of mouth		<b>f)</b> Other. Please specify	
--	--	------------------------------	--	-----------------------------	--	----------------------------------	--	-------------------------------	--	--	--

f) Other .....

**Question 11**

Do you have any suggestions to improve future exhibitions?

.....

**Access to Information**

Herefordshire Council and its consultants will use the questionnaires to provide evidence for developing ways to improve transport in the South Wye area. The questionnaires will be disposed of securely after they have served this purpose. A summary of the responses to the consultation will be published and a list comprising of names and postal towns (e.g. Mr A N Other, Belmont) of those who have responded will be included. If you do not wish to be identified, even as in the proposed example, please tick the following box. ☐

Herefordshire Council is subject to the Freedom of Information Act, 2000, (Fol) and Environmental Information Regulations (EIRs) which means that the questionnaires may be released in response to a request for information. However, all personal data on your form will be treated in line with our obligations under the Data Protection Act, 1998.

Alternative formats of this questionnaire are available upon request

FREEPOST: RTHL-BBZH-JATH,  
Balfour Beatty Living Places,  
Unit 3,  
Thorn Business Park,  
Rotherwas,  
HEREFORD.  
HR2 6JT

**Please return the questionnaire and feedback by 8 August 2014**

**THANK YOU FOR TAKING THE TIME TO COMPLETE THIS QUESTIONNAIRE**

## Appendix D

# Public Exhibition Panels





PUBLIC CONSULTATION EXHIBITION

Welcome to the Public Consultation Exhibition for the South Wye Transport Package.

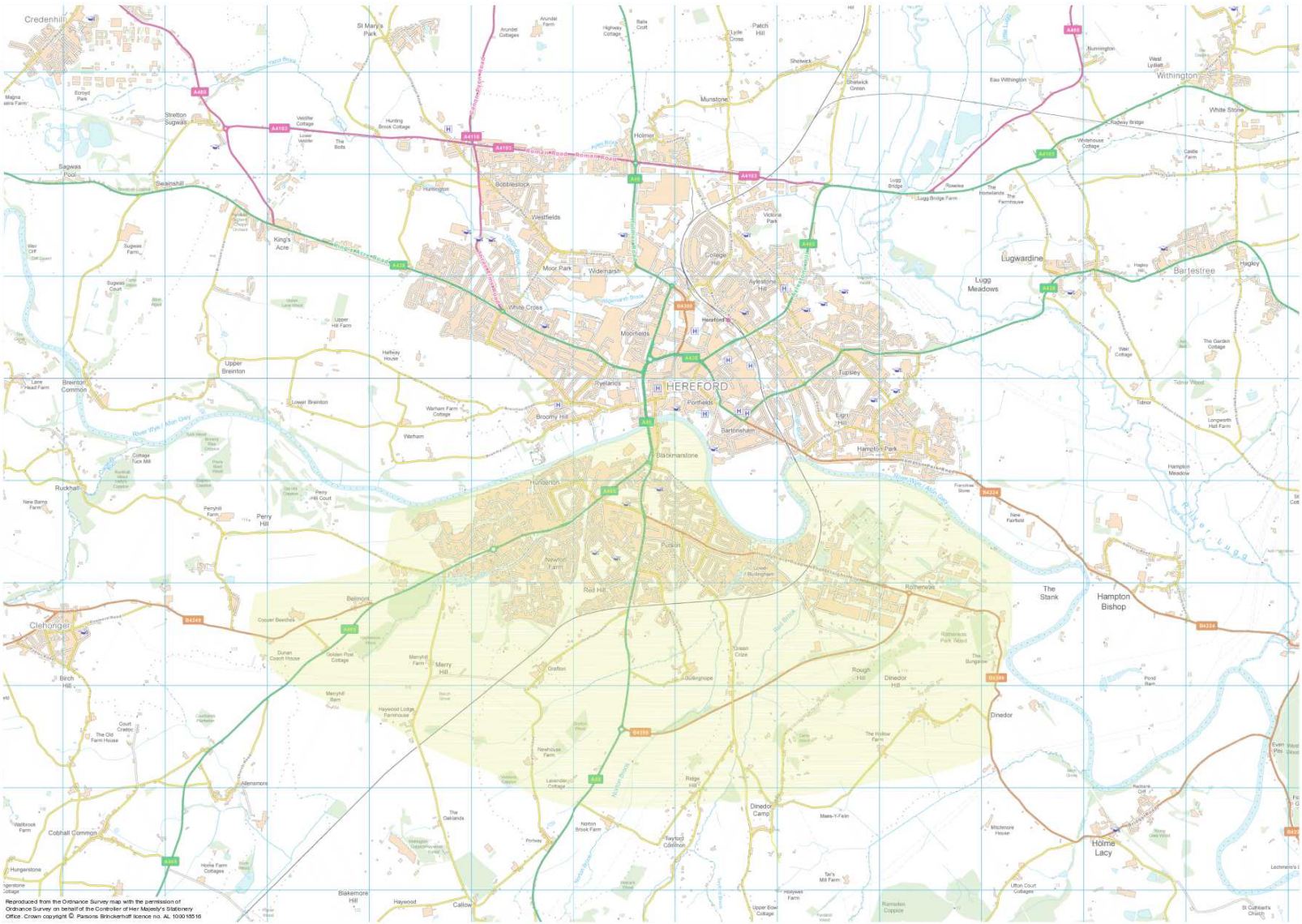
Herefordshire Council is studying ways to improve the transport conditions in the South Wye area of Hereford. The South Wye Transport Package could consist of a number of different elements, both sustainable use of the existing transport network and other new schemes such as a new Southern Link Road (SLR).

The process we have followed whilst developing the options presented in the consultation includes:

- Review of problems within the South Wye area;
- Assessment of council policy regarding economic development within Hereford;
- Appraisal of different elements to ensure that the package best deals with existing problems and future opportunities;
- Refinement and appraisal of SLR options; and
- Recommendation of a preferred option for the SLR, of which we are now seeking your views.

KEY

South Wye Transport Package Study Area



To assist your understanding of the study, there are representatives from Herefordshire Council, Balfour Beatty Living Places, and Parsons Brinckerhoff available to answer your questions.

There is a questionnaire you can fill in whilst at the exhibition or alternatively, you can return it to us using the freepost address provided. There is also information on how you can comment further on the consultation on the final exhibition board. The consultation runs from **1st July** until **8th August 2014**. Your feedback is very important to us.

**Thank you.**





Hereford is the main service centre and largest urban area in Herefordshire, with a population of 54,850, of which two thirds live south of the River Wye. The city of Hereford is the county's main centre for employment, administration, health, education and shopping.

The Marches Local Enterprise Partnership (LEP) Strategic Economic Plan sets out how the LEP aims to unlock growth and prosperity across the area. It sets out priorities in addressing areas of business need including transport, education and investment need whilst unlocking land for housing and employment growth.

Herefordshire Council's emerging Core Strategy has set objectives to promote:

- *social progress (supporting strong communities by meeting housing, education and health, transport and infrastructure needs) including the development of 1,000 homes at Bullingham;*
- *economic prosperity (supporting new jobs, area regeneration, business, tourism and retail); and*
- *environmental quality (addressing climate change, protecting and enhancing the environmental assets of the county).'*

A 'Hereford Relief Road' has been identified as a key strategic transport proposal to deliver the council's Core Strategy.



Herefordshire Council's Local Transport Plan (LTP) identifies that that efficient transport networks is essential and important for the county's economy, the ability to access services and maintain independence. The LTP therefore sets objectives which are to:

- *reduce short distance car based trips and the impact of car access;*
- *support regeneration and the successful investment in jobs at the Rotherwas Enterprise Zone;*
- *ensure that the County's highway network remains fit for purpose and is safe; and*
- *provide alternatives so that commuters could reduce their car use and adopt healthier lifestyles.*

Part of Rotherwas Estate was awarded Enterprise Zone status in 2011. This means the area will encourage the creation of new businesses and jobs. Improvements to existing infrastructure are therefore key to the delivery of the Hereford Enterprise Zone (HEZ).

The aim of the South Wye Transport Package is to facilitate the development of these objectives and unlock barriers to their success within the South Wye area.



Information on the existing transport conditions and problems within the South Wye area have been collected from a number of sources over the course of the study. These have identified the following:

- Large volume of traffic on the A465 and A49 causes severance within the community. People are reluctant to walk or cycle to services such as The Oval as they have to cross the A465 with the associated reduction in the perceived level of safety;
- High proportion of short distance trips being made by car which leads to less physical activity and obesity;
- Long journey times and unreliable service for public transport users as the services get stuck in queues of traffic;
- High levels of heavy goods vehicles make the road noisy and intimidating;
- Traffic congestion inhibiting further development of the Herefordshire Enterprise Zone (HEZ) and additional housing developments within the city;
- Large number of shunt type accidents as well as a number of other types of accident;
- Poor public transport links to rural areas, owing to high congestion on key routes;
- Low level of resilience in network to blockages on the River Wye crossing;
- Poor air quality resulting in an Air Quality Management Area along the A49 from the junction of the A465 junction into Hereford; and
- Worsening areas of social deprivation within the Belmont area.



Traffic congestion along A465



Poor pedestrian crossing facilities along A465



Congestion causes rail running through rural communities



Traffic congestion on approach to A465/A49 junction

## Future Problems

If nothing is done, traffic flows on the A465 are forecast to increase over time as a result of the economic growth. We can therefore expect increased congestion along the A465 with the following consequences:

- Further severance within the community due to greater levels of traffic;
- Lower accessibility to public transport and the use of roads for walking/cycling resulting in less physical activity and higher levels of obesity and health;
- Longer public transport journey times due to buses being stuck in greater queues;
- Increase in heavy good vehicles creating more noise, air pollutants and further reduction in perceived pedestrian and cyclist safety;
- Reduced network resilience as greater traffic flow is constrained to two routes; and
- Further social deprivation as a result of constrained economic and housing development.



The Marches LEP has identified Hereford as an Urban Powerhouse which will play a vital part in the accelerated growth for the LEP area. To enable this development, including land at the HEZ, will require the unlocking of land for both housing and employment growth. This is currently being constrained by the high levels of congestion across the city.

Herefordshire Council's emerging Core Strategy also aims to promote social progress, economic prosperity and environmental quality through regeneration, supporting strong communities whilst protecting and enhancing the county's environmental assets.

The Local Transport Plan outlines the strategy to support the economic growth and social inclusion within the county by providing an efficient transport network and improving accessibility to services.

Specific problems identified within the South Wye area have predominantly been caused by the level of congestion along the A465. This has resulted in poor levels of air quality, noise, and public transport usage which have resulted in large numbers of short distance trips being made by car. This in turn has led to less physical activity resulting in increased levels of obesity and greater health problems. These problems are then expected to increase if no action is taken.



The aim of the South Wye Transport Package is to promote the council's aspirations for Hereford and the wider region while tackling the specific problems identified within the South Wye area. Specific objectives have been identified for the study to provide key aims against which the different elements can be assessed.

These are:

- **Economic:**

- ◻ Reduce congestion and delay; and
- ◻ Enable access, particularly to developments such as the HEZ

- **Environmental:**

- ◻ Reduce the growth in emissions such as CO2, NOx and PM10s; and
- ◻ Reduce traffic noise

- **Health:**

- ◻ Encourage physical activity; and
- ◻ Reduce accidents.

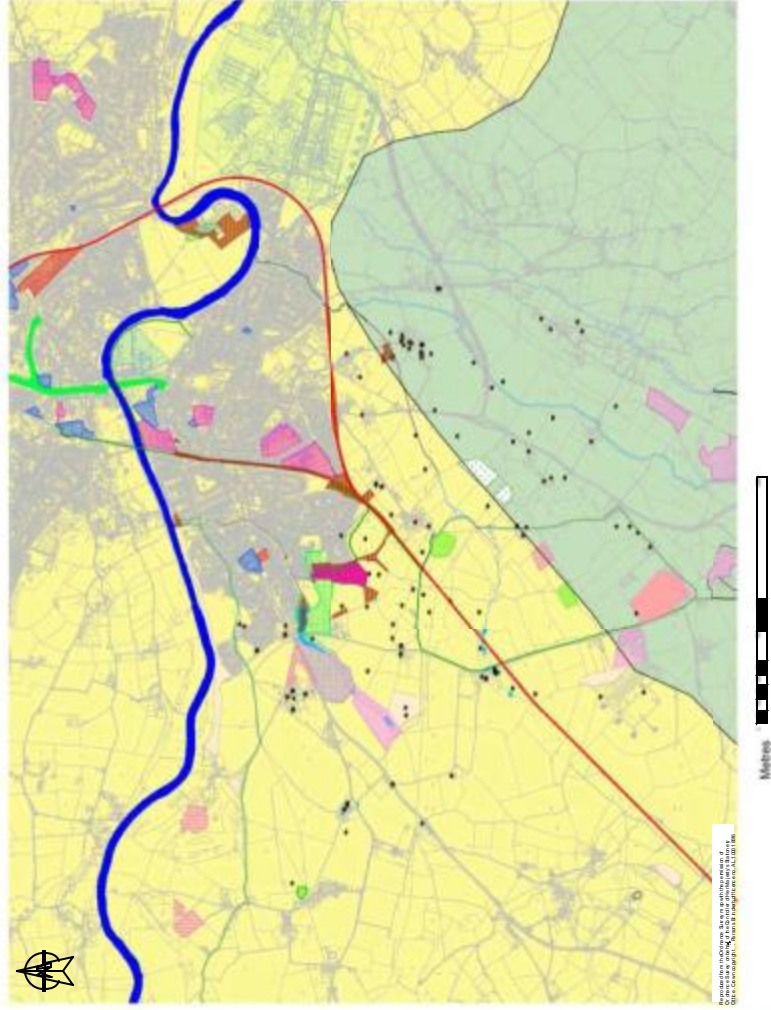


## Constraints

The South Wye area is densely urbanised, criss-crossed by the heavily trafficked A465 and A49, whilst the South Wales to Hereford railway line dissects the study area. The existing highway has a number of services that run underneath, such as water, gas, electricity, and telecommunications. The A465 and A49 both have properties and businesses with direct frontages onto the highway, and over the northern section of the A465 there is on street parking.

The southern section is rural in nature and contains wooded areas, including the ancient woodland of Newton Coppice. The area also includes a number of ponds which have the potential to be inhabited by Great Crested Newts. 66kV overhead power lines run east to west across the area, whilst a trunk water main, a sewer and a high pressure gas main are also present.

A full illustration of the constraints within the study are summarised on the plan on this board.



KEY	
	WOODLAND
	BELMONT WOODLAND PARK (JUBILEE PARK)
	SITE OF SPECIAL SCIENTIFIC INTEREST
	SPECIAL AREA OF CONSERVATION
	POND
	HEREFORDSHIRE LOWLANDS
	SOUTH HEREFORDSHIRE AND OVER SEVERN
	AQUA BOUNDARIES
	SUPERMARKET
	SCHOOL
	MEDICAL CENTRE
	RAILWAY LINE
	RIVER (WITH FLOW DIRECTION)
	SITE OF ARCHAEOLOGICAL IMPORTANCE
	LISTED BUILDING
	NATIONAL CYCLE NETWORK
	ROTHERWAS INDUSTRIAL ESTATE
	PUBLIC LEISURE CENTRE

## Potential Package Approaches

Working within the constraints of the South Wye area we have identified a number of possible elements that could address the problems and objectives of the study. These elements cover many different transportation modes, strategies and interventions, some of which are complimentary or others that provide alternatives. The elements have been grouped into three key approaches which are:

**Traffic Max** - This approach aims to generate maximum capacity for vehicles within the South Wye area by improving existing junctions or roads.

**Sustainable Transport Max** - This approach aims to reduce the use of the private car through improvements to public transport, cycle routes and lanes, pedestrian crossings, traffic management, behavioural change activities and small localised improvements.

**New Southern Link Road** - This approach aims to generate additional capacity with new infrastructure to the south of Hereford to improve existing connections between the A465, A49 and the Rotherwas Estate.

The detail of these elements is now discussed in further detail.



Photomontage illustrating a tree lined boulevard along the A465 at the Great Western Way Overbridge.



Photomontage illustrating segregated cycleway along the A465 at the Great Western Way Overbridge.

## Traffic Max Elements

These elements aim to reduce the amount of congestion along the A465.

- Widening of existing A465 to accommodate two lanes in each direction. This element does not reduce the level of traffic, and does not have a significant impact upon the level of congestion. Therefore maintains the level of noise and air quality problems while increasing severance due to the widened highway within the Belmont area.
- Grade separation of the A49/A465 junction. This element would be prohibitively costly and would have significant environmental implications due to the proximity of local properties and the River Wye Special Area of Conservation.
- Removal of traffic signals from the A49/A465 junction and remodelling of junction. This element would have substantial safety implications for both vehicles and pedestrians. The level of congestion would also be expected to increase as a result therefore maintaining the poor levels of noise and air quality.

These elements do not provide sufficient capacity to enable access to new developments such as the HEZ and the encouragement of physical activity by all ages.

## Offline New Road Element

A new single carriageway road connecting the B4349, the A465 and the A49. This element is discussed in greater detail on later exhibition boards.



The sustainable transport elements are centred within the Belmont and Holme Lacy Road areas and aim to reduce severance, promote physical activity through the use of walking and cycling for shorter distance trips, reduce accidents by reducing conflicts between pedestrians and vehicles, and reduce congestion through modal shift. Additionally there is a complementary behavioural change element, aimed at maximising awareness to encourage and support use of the improved sustainable travel offer. The example elements that could be developed are:

## Bus Priority

- In-bound bus lane between the A465/Abbotsmead Road (Tesco) roundabout and the A49, and bus priority scheme from Hoarwithy Road to the A49 to improve public transport journey times.

## Cycling

- In-bound and outbound cycle lanes between the A465/Abbotsmead Road (Tesco) roundabout and the A49 to promote cycle use along the A465;
- Residential cycle schemes including improved access to the Great Western Way from Ethelstan Crescent and Brampton Road,
- Segregated cycle route alongside Marlbrook Road, improved cycle provision on Walnut Tree Avenue, improving links between Belmont and the Enterprise Zone,
- Cycling contraflows on the road adjacent to The Oval and Springfield Avenue and;
- Cycle infrastructure improvements to provide off-road provision, and cycle routes on the remainder of Holme Lacy Road, cycle provision on Hoarwithy Road, conversion of Hinton Road pelican crossing to a toucan crossing, and further Connect 2 connections.



Photomontage illustrating a northbound bus lane on the A465 at junction of Beattie Avenue



Photomontage illustrating a northbound bus lane on the A465 looking south from Great Western Way

## Walking

- An improved pedestrian crossing of Belmont Road between Ruckhall Lane and Haywood Lane, and at the A465/Abbotsmead Road (Tesco) roundabout. The aim is to promote more sustainable shorter distance trips through the reduction of severance by making it easier to cross the A465;
- Improvements to the pedestrian environment along Holme Lacy Road to encourage walking including improved crossings, to help improve the local walking environment;
- New crossing on Walnut Tree Avenue and Belmont Road, with signalisation of the junction to increase safe crossing opportunities of the A465 and;
- Kerb build outs and narrowing of residential streets would help improve local conditions for pedestrians;

## Safety

- Possible extension of 20mph zones.

## Behavioural Change

- Personalised Travel Planning programme for Belmont and the Holme Lacy Road areas, which could be used to make residents aware of transport improvements in the area and encourage more sustainable travel.

## Townscape

- Removal of central hatching along the A465 and the introduction of a tree line boulevard along the A465 to improve the townscape character and encourage greater walking and cycling.



**Package of Measures Assessment**

To assess the success of the potential package approaches a high level qualitative assessment has been undertaken on them, and is summarised within the table on this board. The table also illustrates the assessment of combining the 'Sustainable Transport Max' approach with the 'New Southern Link Road'.

The assessment illustrates that all three approaches do not satisfy all of the study objectives in isolation. The 'Traffic Max' approach does not provide substantial benefit within the South Wye area nor does it satisfy any of the study objectives. Therefore this approach has not been deemed feasible and did not undergo further assessment

The 'Sustainable Max' and the 'New Southern Link Road' contribute to the delivery of the study objectives but do not satisfy all of the objectives in isolation.

Therefore the recommendation for the South Wye Transport Package is to combine the 'New Southern Link Road' with elements of the 'Sustainable Transport Max' approach.

**KEY**

	Does not meet objectives
	Partially meets objectives
	Fully meets objectives

Package Approach				
Objectives	Traffic Max	Sustainable Transport Max	New Southern Link Road (SLR)	Sustainable Transport Max & New Southern Link Road (SLR)
Economic	Reduce congestion and delay	Modal shift reduces some existing congestion and delay	Traffic diverts to use new road and therefore reduces traffic, congestion and delay along the A465	Modal shift and diversion of traffic onto the new SLR reduces congestion and delay along the A465
	Enable access, particularly to developments such as the HEZ	Modal shift increases the capacity of some existing linkages into the HEZ but does not unlock the barrier of further development	Unlocks the barrier to further development of the HEZ	Unlocks the barrier to further development of the HEZ
Environmental	Reduce the growth in emissions such as CO2, NOx and PM10s	Does not change the existing traffic flow profile along the A465 so no change	Modal shift will reduce the growth of emissions along the A465 and Holme Lacy Road	Reduction of traffic as a result of modal shift and traffic diverting to the new SLR has an overall benefit in reducing the growth in emissions
	Reduce traffic noise	Does not change the existing traffic flow profile along the A465 so no change	Modal shift will reduce the amount of traffic noise along the A465 and Holme Lacy Road	Reduction of traffic as a result of modal shift and traffic diverting to the new SLR has an overall benefit in reducing traffic noise
Health	Encourage physical activity	Increased severance as a result of widened road would therefore discourage physical activity. May also require the loss of footways along the A465	Measures designed to promote increased physical activity	Measures designed to promote increased physical activity and further benefit along A465 corridor as traffic diverted to new SLR
	Reduce accidents	Potential reduction in accidents as traffic now displaced over greater area	Modal shift would reduce the amount of conflict between vehicles and other modes	Traffic diverts to new SLR which is built to current design standards. Therefore expected reduction in vehicle accidents and further modal shift reduces the amount of conflict between vehicles and other modes

## Sustainable Transport Max Option

The high level qualitative assessment on the previous board illustrated that the provision of the Sustainable Transport Max approach provides sufficient benefits to the study objectives to be considered with all New Southern Link Road options.

The scheme shown schematically on this board indicates the potential elements that could be used in a preferred Sustainable Transport Max option. The scheme includes the inbound bus lane along the A465 as further appraisal has indicated that the element offers the greatest economic benefits, including time savings and greater service reliability for bus users. The bus lane could also be used by bicycles, and improvements to crossing facilities on the A465 will offset any adverse severance impacts due to the widening of the carriageway. The bus lane would require the removal of some residents parking on the A465.

The scheme will also be complemented with a Personalised Travel Planning programme for both the Belmont and Holme Lacy Road areas.

### KEY

- ▬ Proposed Bus & Cycle Way
- ▬ Proposed Cycle Way
- ▬ A Road
- ▬ Pedestrian/cycle crossing improvement
- Junction improvement
- ▬ Existing Cycle Way to be improved
- ▬ Rather was Industrial Estate





## Southern Link Road

The Southern Link Road involves the construction of a new section of road between the A49 Ross Road/Rothewas Access Road roundabout to the A465 and the B4349 Clehonger Road. A link to Clehonger Road has been included to overcome the current poor visibility of the existing junction with the A465. In total eight options have been developed which are summarised below.

**Route Option SC1** - involves the construction of a new roundabout on the A465/B4349 Clehonger Road junction. The road passes through the centre of Grafton Wood and continues westwards over Grafton Lane and Withy Brook, north-west around Merry Hill/Beech Grove and under Haywood Lane, before heading straight to the A465.

**Route Option SC2** - involves the construction of a new roundabout on the A465/B4349 Clehonger Road junction. The road passes through the centre of Grafton Wood and continues westwards over Grafton Lane and Withy Brook. Thereafter, it straightens up immediately heading in a north-west direction to the A465.

**Route Option SC2A** - The alignment is identical to SC2, except that the new road section will pass underneath the railway line.

**Route Option SC3** - From the existing A49 roundabout, this option heads north-west to the A465 terminating south-west of the A465/Clehonger Road junction. It crosses a dense wooded area between Grafton Lane and Withy Brook, before crossing underneath the railway line and Merryhill Lane.



**Route Option SC4** - follows the same eastern alignment as Option SC3 until Newton Brook, where it curves to the north-west before intersecting the A465 in roughly the same location as Option SC1.

**Route Option SC5** - passes through the northern part of Grafton Wood and in a north-westerly direction, crosses the densely wooded area between Grafton Lane and Withy Brook and a site of archaeological importance before turning west to cross underneath the railway line. The route continues through Merry Hill and under Haywood Lane towards the A465.

**Route Option SC6** - This option passes to the north of Grafton Wood. It then heads in a north-westerly direction to pass under the railway, across Merryhill Lane before curving around Merry Hill and under Haywood Lane. It crosses Newton Brook between Newton Coppice and Hayleasow Wood. A new link to connect with the B4349 Clehonger Road is located further south-west of the new roundabout.

**Route Option SC7** - passes through the northern tip of Grafton Wood but avoids the southern extent of the dense wooded area between Grafton Lane and Withy Brook. It then runs to the south of Merryhill Lane before cutting through Merry Hill and under Haywood Lane. From this location the road heads in a westerly direction to the A465.

All of these options would include a weight restriction on the A465 at the bridge of the Great Western Way, with supporting signage at either end of Belmont Road.

Option Refinement

Since Autumn 2013, further detailed work and appraisal has been undertaken on the Southern Link Road options outlined on the previous board. During the appraisal process, we carefully consider all the impacts - positive and negative. This enables the council to make an informed decision and this is done by considering the scheme against a standard set of criteria, set out by the Department for Transport.

We consider the impact on the environment and on local communities as well as the safety and journey time benefits of the scheme. The cost of the scheme is also considered so we can make sure we deliver good value for money.

The results of the initial analysis and the appraisal of these options have shown that four of these options do not represent feasible solutions to the transportation problems. These routes have been identified as affecting the ancient woodland of Newton Coppice. The National Planning Policy Framework now identifies ancient woodland as an irreplaceable habitat which is unlikely to be fully mitigated. There are also clear alternatives to avoid this significant environmental constraint.

The summary of the appraisal of these four options is shown in the table on this board.

If you would like more explanation as to why these options have been discarded, please ask a member of staff who will be happy to help.

Appraisal Summary Table

Appraisal Criteria	SC1	SC3	SC4	SC5
<b>ECONOMY &amp; SOCIETY</b>				
Quality of life	1	1	1	1
Transport provision	1	1	1	1
Reliability impact on Business users	2	2	2	2
Regeneration	2	2	2	2
<b>Wider Impacts</b>				
<b>ENVIRONMENT</b>				
Noise	-3	-3	-3	-3
Air Quality (LOCAL)	-2	-2	-2	-2
Overhead power lines	-1	-1	-1	-1
Landscaping/overhead	-1	-1	-1	-1
Wildlife/Environment	-1.5	-1.5	-1.5	-1.5
Biodiversity	-3	-3	-3	-3
Water Environment	-1	-1	-1	-1
<b>SOCIAL</b>				
Commuting and Other users	1	1	1	1
Reliability impact on Commuting and Other users	1	1	1	1
Physical activity	2	2	2	2
Accidents	2	2	2	2
Security	1	1	1	1
Access to services	0	0	0	0
Affordability	1	1	1	1
Severance	1	1	1	1
Option and non-use values	0	0	0	0
<b>PUBLIC ACCOUNTS</b>				
Cost to Broad Transport Budget	1	1	1	1
Indirect Tax Receipts	0	0	0	0
TOTAL	-0.5	-1.5	-3.5	-1.5

The scores are made up of criteria under the main headings of Economy, Environment, Social and Public Accounts. The Range for the scores is from -3 (Major Adverse), to 0 (Neutral), to +3 (Major Beneficial).

Option Appraisal Summary

Route Option SC1

This option would have negative impacts on the environment. This would include a significant increase in road traffic noise for local properties, plus cause deterioration in air quality in some local routes. This option would also have a major impact on biodiversity, including loss of habitats.

Route Option SC3

This option would have negative impacts on the environment. This would include a significant increase in road traffic noise for local properties, plus cause the deterioration in air quality in some local routes. This option would result in severe damage to key characteristics, including ancient woodland and an area of archaeological importance.

Route Option SC4

This option would have negative impacts on the environment. This would include a significant increase in road traffic noise for local properties, plus cause the deterioration in air quality in some local routes. This option would have the most severe impact on the landscape and biodiversity, as it has the greatest effect on Newton Coppice and Belmont Park due to the alignment at its western end.

Route Option SC5

This option would have negative impacts on the environment. This would include a significant increase in road traffic noise for local properties, plus cause the deterioration in air quality in some local routes. This option would have a moderate impact on the landscape, and a major impact on biodiversity, including woodland habitats.

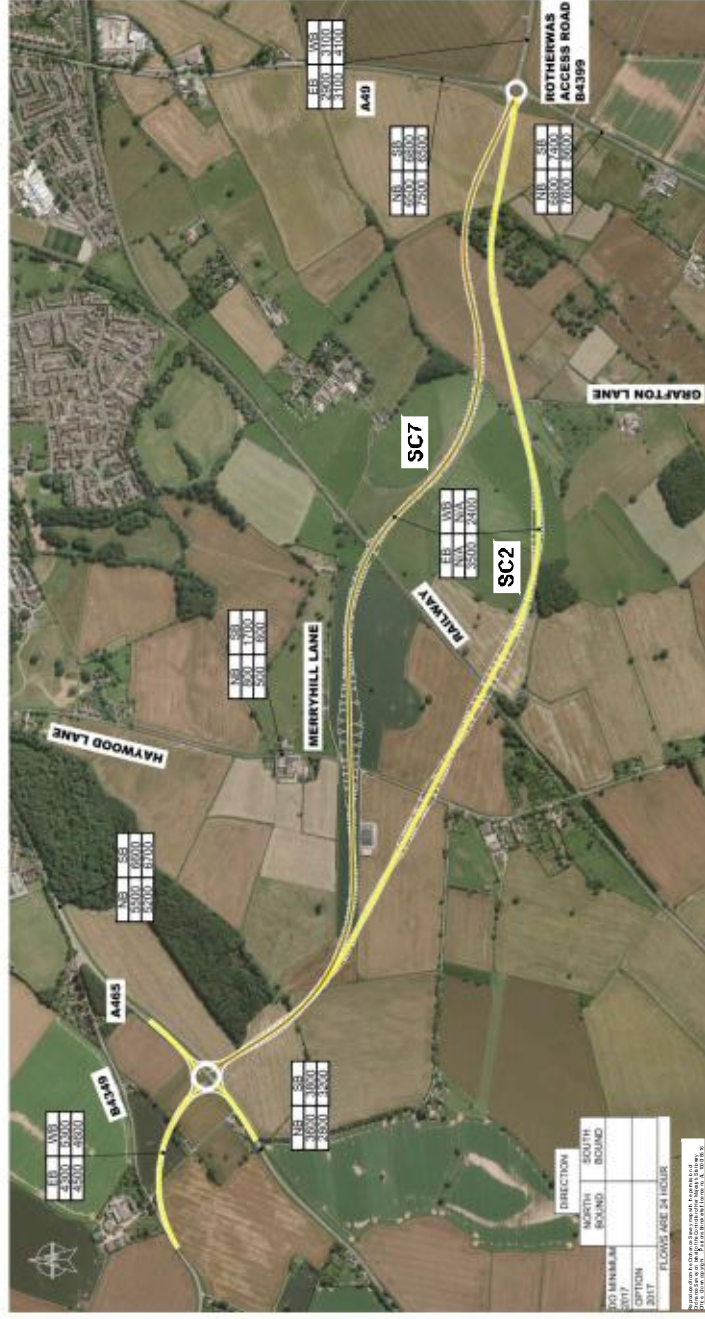




Photomontage showing Southern Link Road going over the railway line and under Haywood Lane looking north



Photomontage looking West, showing Southern Link Road going under both the railway line and Haywood Lane looking west







Results of Appraisal

The same appraisal process undertaken during the option refinement process has been completed on the four remaining feasible options and Sustainable Max.

The summary of the appraisal of these options is shown in the table on this board.

The results of the appraisal show that all of the options provide many benefits to the economy by unlocking barriers to the development of the Hereford Enterprise Zone, and further housing development. They all reduce congestion and improve journey times. There are negative impacts to the environment, as a result of increasing road traffic noise, reducing air quality and impacts to the landscape.

Option Appraisal Summary

Route Option SC2

This option has many benefits to the economy, such as reducing congestion and improving journey times, as well as enhanced accessibility to employment opportunities in the HEZ. There are also some negative impacts to the environment, as a result of increasing road traffic noise, reducing air quality, but limiting the impact on woodland.

Appraisal Summary Table

Appraisal Criteria	SC2	SC2A	SC5	SC7
ECONOMY				
Business users & transport providers	1	1	1	1
Reliability impact on Business users	1	1	1	1
Regeneration	3	3	3	3
Wider Impacts	2	2	2	2
ENVIRONMENT				
Noise	-3	-3	-3	-3
Air Quality (LOCAL)	-2	-2	-2	-2
Greenhouse gases	-1	-1	-1	-1
Landscape/Townscape	-2	-2	-3	-2
Historic Environment	-1.5	-1.5	-1.5	-1.5
Biodiversity	-2	-2	-2	-1.5
Water Environment	-1	-1	-1	-1
SOCIAL				
Commuting and Other users	1	1	1	1
Reliability impact on Commuting and Other users	1	1	1	1
Physical activity	-2	-2	-2	-2
Journey quality	2	2	1	1
Accidents	2	2	2	2
Security	2	2	2	2
Access to services	2	2	2	2
Affordability	1	1	1	1
Severance	1	1	1	1
Option and non-use values	0	0	0	0
PUBLIC ACCOUNTS				
Cost to Broad Transport Budget	2	1	0	0
Indirect Tax Revenues	0	0	0	0
Total	6.5	5.5	2.5	4

The scores are made up of criteria under the main headings of Economy, Environment, Social and Public Accounts. The Range for the scores is from -3 (Major Adverse), to 0 (Neutral), to +3 (Major Beneficial).

Route Option SC2A

As with Option SC2, this option has many social and economic benefits to the economy, with a reduction in congestion, improvements to journey times, and an increase in accessibility to employment. Although there are still negative impacts to the environment.

Route Option SC5

This option has many benefits to the economy, and society as a whole. It will reduce congestion and improve journey times, as well as enhance accessibility to employment opportunities. There are some negative impacts to the environment, as a result of increasing road traffic noise, reducing air quality, and a significant impact to the landscape.

Route Option SC7

This option has many benefits, for instance reducing congestion and improving journey reliability, as well as enhanced accessibility to employment. This option has minimal impact on biodiversity and habitats. There are some negative impacts to the environment, such as increasing road traffic noise and reducing air quality. Due to the alignment the road would be subject to a 50mph speed limit.

The resultant appraisal has therefore highlighted that **option SC2 is the best performing option for New Southern Link Road.**

## Thank you for coming to this Public Consultation Exhibition

### How can you help?

You can give your views on the options by returning the questionnaire by 8 August 2014.

We recommend that you direct your questions to the staff at the exhibition. Representatives from Herefordshire Council and their consultants Balfour Beatty Living Places and Parsons Brinckerhoff are available to answer your questions and to explain the options in more detail.

### What happens next?

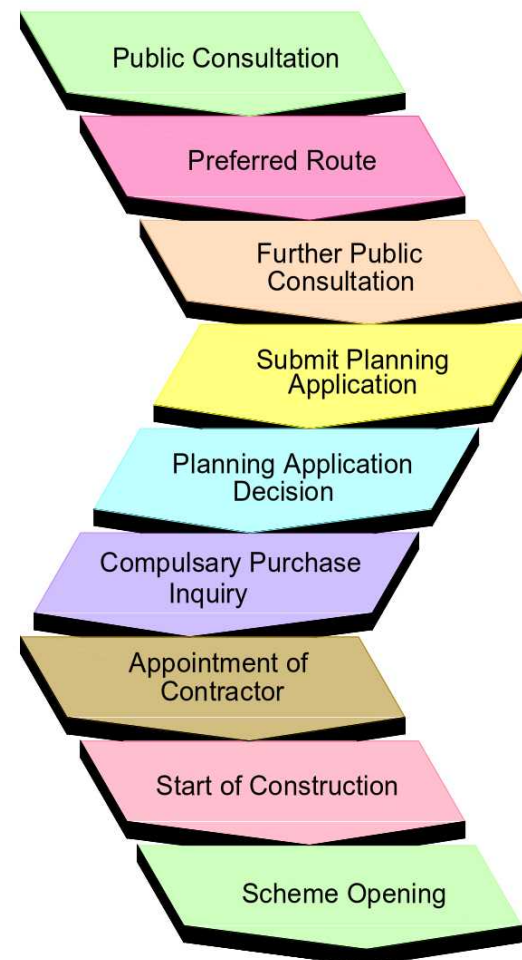
Completed questionnaires and any other comments received in response to this Public Consultation will be considered carefully by Herefordshire Council, Balfour Beatty Living Places and Parsons Brinckerhoff. A decision on a preferred route for the Southern Link Road will be made in early Autumn.

### How to respond and to make an enquiry

Contact Herefordshire Council with your feedback or queries by:

- Attending one of the Public Exhibitions at the Three Counties Hotel
- Returning the questionnaire in the prepaid envelope or to the Freepost address
- Writing to FREEPOST: RTHL-BBZH-JATH, Balfour Beatty Living Places, Unit 3, Thorn Business Park, Rotherwas, HEREFORD HR2 6JT

## The Procedure Outlined



## Access to information

Herefordshire Council will use the questionnaires and any further information from the public to provide evidence for developing ways to improve transport in the South Wye area. The questionnaire will be disposed of securely after it has served these purposes. A summary of the responses to the consultation will be published. A list comprising of names and postal towns (e.g. Mr A N Other, Hereford) of those who have responded will be included. If you do not wish to be identified, even as in the proposed example, you will need to advise us by including a note in your response or by ticking the box on the questionnaire.

Herefordshire Council is subject to the Freedom of Information Act 2000, (FoI) and Environmental Information Regulations (EIRs) which means that this questionnaire may be released in response to a request for information. However, all personal data on your form will be treated in line with our obligations under the Data Protection Act, 1998.

The brochure and supporting documentation is available in alternative formats on request.

Please visit [www.herefordshire.gov.uk/south-wye-transport-package](http://www.herefordshire.gov.uk/south-wye-transport-package) for all of the up to date information on the South Wye Transport Package. You can also join us on Facebook at [www.facebook.com/HfdsCouncil](http://www.facebook.com/HfdsCouncil) and Twitter @HfdsCouncil.

**Thank you for your time**

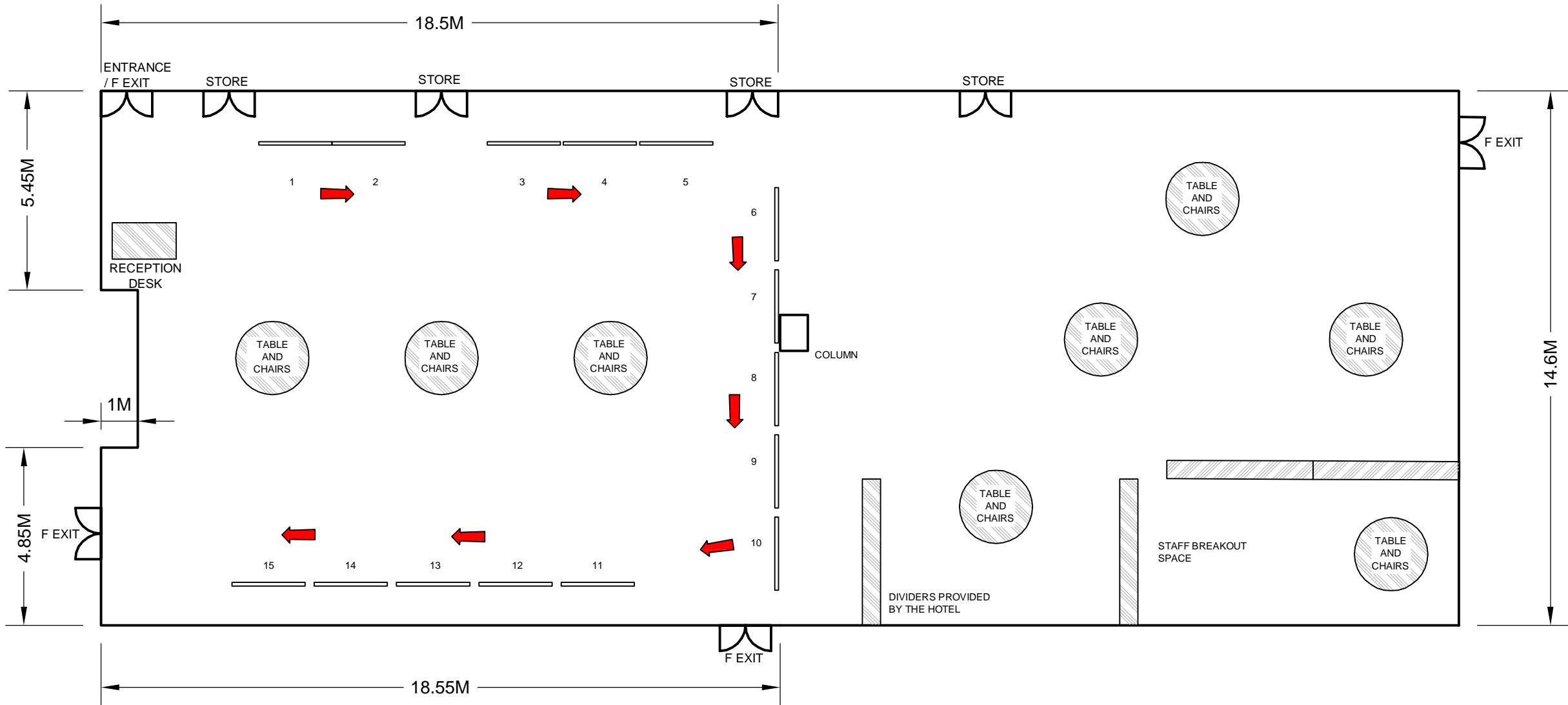




## Appendix E

# Layout of Exhibition Panels





NOTES

1. THIS IS A C.A.D. DRAWING AND SHOULD NOT BE AMENDED BY HAND.
2. ALL DIMENSIONS IN METRES UNLESS OTHERWISE STATED.

Rev	Date	Description	By	Chk	App
DRAFT					
<div><div><b>PARSONS BRINCKERHOFF</b></div><div>29 Cathedral Road Cardiff CF11 9HA</div><div>Tel: 44-(0)29-2082-7000 Fax: 44-(0)29-2082-7001</div></div>					
Client: <div> <b>Herefordshire Council</b></div>					
Site/Project: <b>SWTP SOUTHERN LINK ROAD</b>					
Title: <b>EXHIBITION PANEL LAYOUT PLAN</b>					
Drawn: GS		Checked:			
Designed: CN		Approved:			
Date: 23/06/2014	Scale: 1:200	A3	Sheet: 1 OF 1		
Project Number: 3512983B-HHR		Drawing Number: 002		Revision: -	
© Copyright Parsons Brinckerhoff					



## Appendix F

### **Question 7: Full Breakdown**



Total	Issue
26	Support for an alternative bypass of Hereford N-S
17	In support of sustainable transport package
15	In support of SC2A as it affects least people and has the least impact on environment
13	In support of SC2 as it affects least people and has the least impact on environment
12	Do not support bus lanes along the A465
12	Concerned about the cost
10	Support the SLR
9	Do not support a SLR as they do not believe it will work
8	Improvements to Asda roundabout
7	Support for cycle lanes along the A465
6	Congestion on the A465 including parked cars
6	Support for bus lanes along the A465
6	Support for tidal flow lanes along the A465
5	Support park and ride facilities
5	Remove school traffic
5	Impact upon the environment
4	Improvements to footways from Clehonger
4	Improvements to rail infrastructure including new station
4	Unpredictability of journey times
4	In support of SC7 as it affects least people and is the historically planned route
3	Oppose SC2 due to the impact upon the environment
3	Oppose SC5 due to the impact upon the community
3	Oppose SC7 due to the impact upon the community
3	Criticism of panels not showing current sustainable transport infrastructure
3	Lack of awareness of consultation
2	Relieve congestion on the A49
2	Improve the traffic signals city wide
2	Support weight restrictions along the A465
2	Do not support weight restrictions along the A465
2	Do not support the SLR
2	Lack of highway maintenance
2	Criticised questionnaire design
2	Want a new route alignment
1	Support for traffic max
1	Support for cycle lanes along Holme Lacy Road
1	Do not support additional park and ride facilities
1	Impact on rural farming
1	Improve Madley/Bridge Sollars road
1	Redirect traffic into Madley



1	Do not support the Clehonger Link
1	Wanted a weekend exhibition
1	Wanted a different exhibition venue
1	Do not rush a decision