

What is the South Wye Transport Package?

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

SWTP Objectives

Reduce congestion and delay

Enable access to developments such as the HEZ

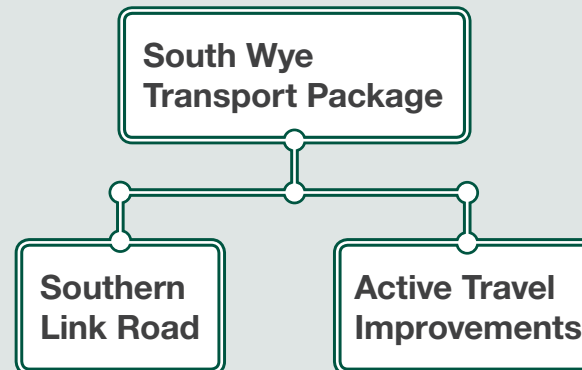
Reduce the growth in emissions

Reduce traffic noise

Reduce accidents

Encourage physical activity

The South Wye Transport Package (SWTP) comprises:



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

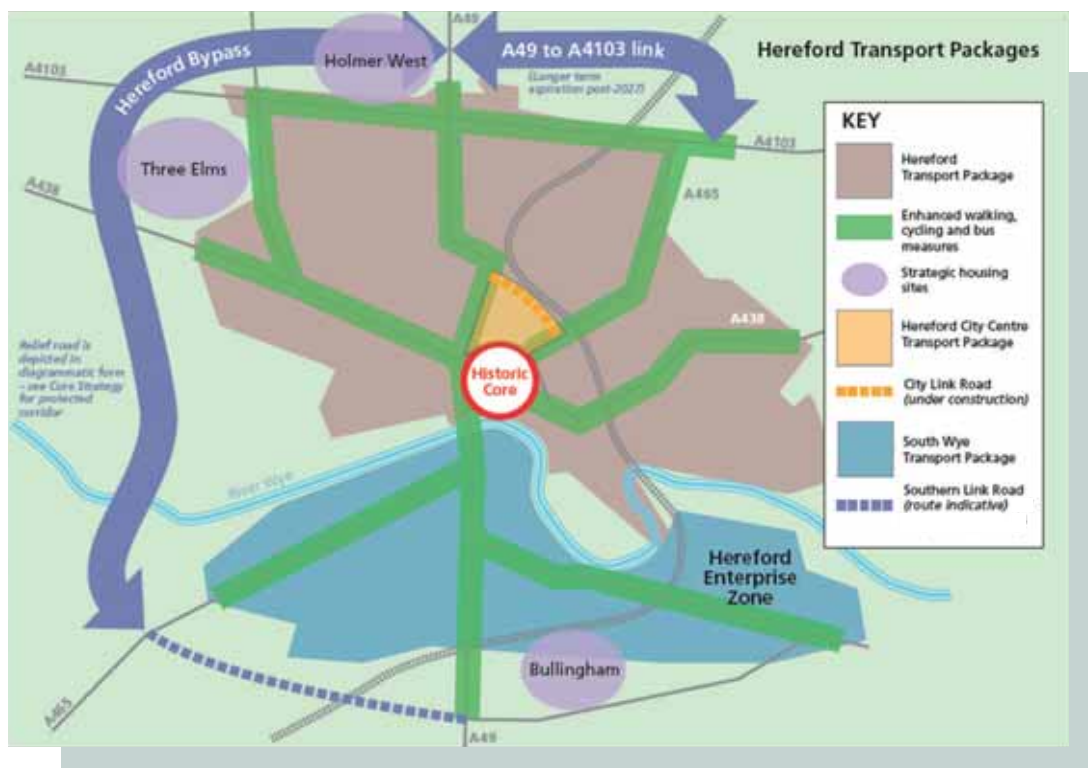
Why are active travel measures proposed?

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

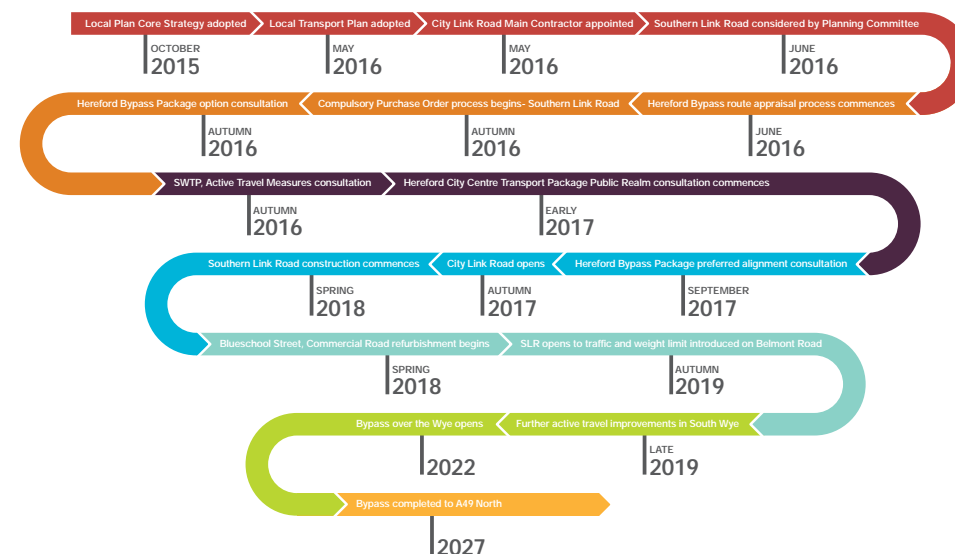
What is active travel?

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





Infrastructure timeline



What have we already delivered?

South Wye Transport Package

Hereford Connect2
Bridge & Greenway



Goodrich Grove —
The Oval cycle lane



Rotherwas Link
to Railway



Walnut Tree Avenue
—20 Advisory sign



Holme Lacy Road



A49—Bullingham Lane

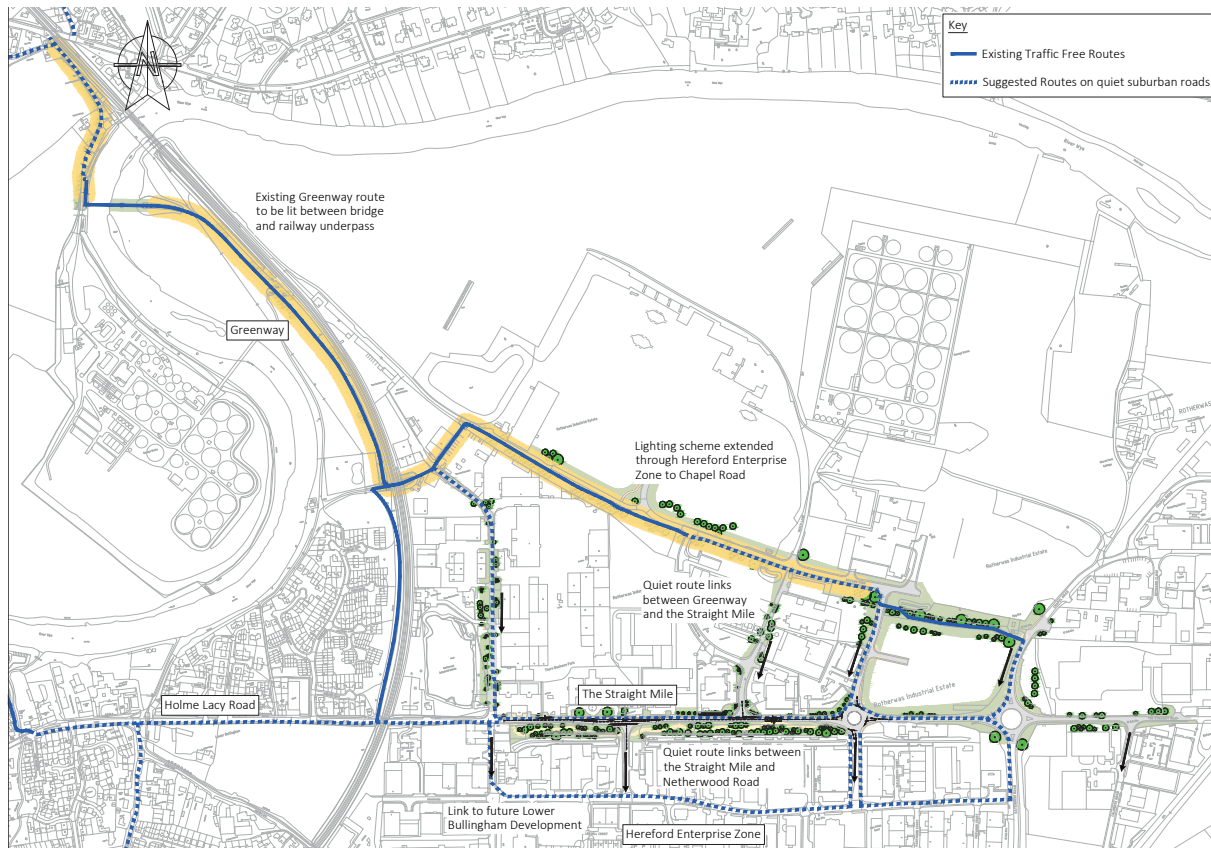


Belmont cycleway



Hereford Greenway lighting and The Straight Mile cycle route

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



Visualisation of lighting scheme along Hereford Greenway



Visualisations of cycle route to be provided alongside The Straight Mile

Visualisation looking north-east. Entrance to Thorn Business Park is in the foreground

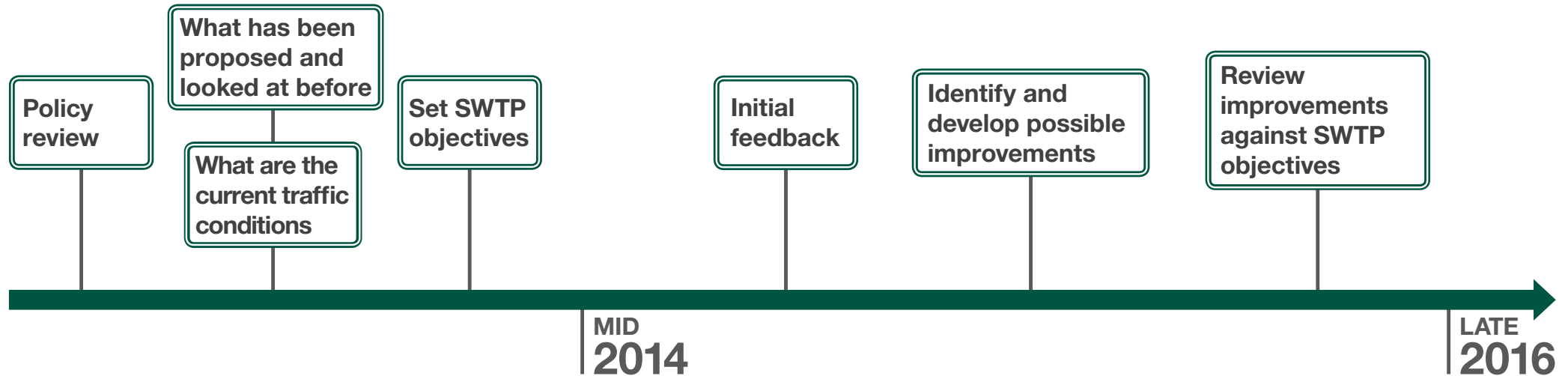


Visualisation looking east. Thorn Office Centre is in the middle distance



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





INITIAL PUBLIC CONSULTATION IN 2014

At the 2014 consultation you said:

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

SECOND PUBLIC CONSULTATION IN 2016

At this consultation we want to hear:

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