

HEREFORD TRANSPORT PACKAGE PHASE I CONSULTATION REPORT

**HEREFORD TRANSPORT
PACKAGE
PHASE I CONSULTATION
REPORT**

Herefordshire Council

FINAL

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WSP

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1 INTRODUCTION

1.1 BACKGROUND

- 1.1.1 WSP was commissioned by Balfour Beatty Living Places (BBLP) on behalf of Herefordshire Council (HC) to assist with the design, delivery and reporting of public consultation on the Hereford Transport Package (HTP).
- 1.1.2 The HTP comprises a new bypass to the west of the city, and walking, cycling, bus and public space improvements. In conjunction with the Southern Link Road – a component of the conditionally funded South Wye Transport Package (SWTP) - the bypass will provide additional network traffic capacity and a new river crossing would reduce congestion in the centre and free up road space for walking, cycling, bus and public space improvements. The bypass will also support planned homes and jobs in the region.
- 1.1.3 The HTP aims to provide significant transport and wider policy benefits to Hereford, the Marches region and the wider regional and national economy. HC's LTP states that measures within the package will address a range of transport challenges in Hereford including:
- The need to accommodate planned housing and employment growth which will generate additional travel demand and congestion as set out in the Local Plan's Core Strategy;
 - Extended and unreliable journey times on the A49 corridor through the city, and on major radial routes (such as the A438 and A465) that feed into it;
 - A heavy reliance on the car to make short journeys (<2 miles) in the city, and an under-utilisation of walking, cycling and buses;
 - A single major river crossing by road, which is heavily trafficked and vulnerable to disruption; and
 - Long distance road freight using the A49 to cross the city centre.
- 1.1.4 HC, as the local highway authority, is planning to submit an application to obtain the necessary powers to deliver the Hereford Transport Package (HTP). The HTP is a critical element of HC's Transport Strategy which aims to deliver the economic, environmental and social objectives of the HC for the city.
- 1.1.5 The potential benefits of the HTP are outlined below:
- **Our transport network** – it would reduce journey times, provide an additional river crossing and reduce congestion in the city centre;
 - **Our economy** – it supports local and regional businesses and makes it easier for their staff to travel to get to work;

- **Our population growth** – it provides links to new homes across the County;
- **Our community** – it creates better access to services, and
- **Our city centre** – reduced traffic in the centre would allow for a more balanced use of the space for all users - business, residents, vehicles, pedestrians and cyclists.

1.2 PLANNING PERMISSION

- 1.2.1 HC will require planning permission for the Hereford Bypass. It is unlikely that planning permission will be required for infrastructure required for the walking, cycling and bus improvements.
- 1.2.2 The route to secure planning consent is yet to be determined through discussion with the Department for Transport (DfT), and will be subject to further legal advice.
- 1.2.3 If the project is classed as a Nationally Significant Infrastructure Project (NSIP), HC would not be the determining authority for a planning application.
- 1.2.4 If the bypass is an NSIP, the Council must make an application for a Development Consent Order (DCO), which will be submitted to the Planning Inspectorate (PINs) and determined by the Secretary of State for Transport. There are specific requirements for public consultation associated with the submission of an application for Development Consent. These requirements have been considered by HC, WSP and BBLP when developing the consultation approach.

1.3 PHASES OF CONSULTATION

- 1.3.1 HC plans to undertake three phases of public consultation during the development of the HTP project. In addition to these phases there will be on-going consultation with key stakeholders at key periods during the project. The three phases are:
- **Phase 1:** Introduce the HTP, consult on transport problems in Hereford, issues and constraints within the bypass corridor and ideas for walking, cycling and bus improvements – 4th April 2017 to 22nd May 2017
 - **Phase 2:** Present possible bypass routes and walking, cycling, bus and public space improvements – Late 2017
 - **Phase 3:** Present proposed bypass route and walking, cycling, bus and public space improvements – Mid 2018

- 1.3.2 This report summarises the approach and findings of the first phase of HTP consultation. The first phase of HTP consultation was combined with the Hereford Area Plan (HAP) Issues and Options consultation which focused on the detailed proposals, in relation to housing, jobs, employment, transport etc., to ensure the delivery of the city-specific policies in the Core Strategy. Combining the consultations helped to avoid overlapping periods of consultation, and to help communicate the link between housing growth and infrastructure development within Herefordshire.
- 1.3.3 The consultation period was held for a seven-week period, from 4th April 2017 to 22nd May 2017. The day before the consultation launch (3rd April 2017) a series of preview exhibitions were held at The Courtyard, which focused on briefing Councillors, the media, and key stakeholders (including City and Parish Councils, Environmental Stakeholders, and local interest groups).
- 1.3.4 During the consultation period exhibitions were held at two easily accessible venues in the centre of Hereford - The Courtyard and the Library.
- 1.3.5 Staffed public exhibitions took place at The Courtyard on Tuesday 4th April, Wednesday 5th April and Thursday 6th April 2017 from 11am to 7pm. This gave attendees the opportunity to discuss the project with the team and make informed comments.
- 1.3.6 A display exhibition was shown in Hereford Library from Tuesday 11th April until Friday 19th May 2017. The public were able to view the exhibition during library opening hours, providing an opportunity for people who were unable to attend the staffed public exhibitions to find out more.
- 1.3.7 All consultation information and materials were made available on the consultation webpage (www.herefordshire.gov.uk/herfordconsultation) during the consultation period. Staff were on hand Wednesdays 2-4pm to provide the opportunity to discuss the project with the team and make informed comments.

1.4 CONSULTATION OBJECTIVES

- 1.4.1 The objectives of this HTP component of the consultation were to:
- Raise awareness and inform local residents and businesses about the proposed bypass including:
 - the project objectives;
 - planning and design process; and
 - their opportunities for input.
 - Raise public awareness of the benefits of walking, cycling and bus travel, with the ultimate aim of contributing to behaviour change in Hereford.
 - Invite people who may have an interest in or may be affected by the proposals to have a say.
 - Facilitate feedback about the proposals including:

- the benefits and constraints of the bypass;
 - the type and location of walking, cycling, bus and public space improvements; and
 - other matters we need to consider prior to undertaking further planning and design work.
- Inform the three key stages of the Department for Transport's WebTAG (transport appraisal process). WebTAG stages are: 1. Option development, 2. Further Appraisal, 3. Implementation, Monitoring and Evaluation. Presumably this informs Stage 1. The next consultations will inform Stages 2 & 3

1.5 CONSULTATION REQUIREMENT

- 1.5.1 The consultation paid full regard to the principles and guidelines outlined in HC's Statement of Community Involvement, as well as the following legislation:
- Nationally significant infrastructure project (NSIP) consultation requirements set out in the Planning Act 2008 – although the first phase of consultation was not a statutory phase of consultation to NSIP consultation requirements were considered when developing the approach;
 - WebTAG consultation requirements – the outcomes of the consultation need to contribute to Stages 1 (Options Development) and 2 (Selected a shortlist of options) of the WebTAG process;
 - Localism Act 2011 – the need for the promoter of a 'large scheme', to undertake pre-application consultation; and
 - Equality Act 2010 – the general equality duty to eliminate discrimination and ensure inclusion of nine protected characteristics: age, disability, gender reassignment, pregnancy and maternity, race, religion or belief, sex and sexual orientation.
- 1.5.2 In addition, the consultation approach was developed considering the 'Gunning Principles'¹, which are used to assess expectations about what constitutes 'fair' consultation. These Principles include:
1. Consultation must take place when the proposal is still at a formative stage.
 2. Sufficient reasons must be put forward for the proposal to allow for intelligent consideration and response.
 3. Adequate time must be given for consideration and response.
 4. The product of consultation must be conscientiously taken into account.

¹ <https://www.newlawjournal.co.uk/content/consultation-matters>

2 PROMOTION

2.1 INVITATIONS

2.1.1 Stakeholder mapping and analysis was undertaken prior to the exhibitions to identify relevant stakeholder and community organisations. A range of letter invitations were sent out to stakeholders, these either invited them to attend the preview events or a public exhibition. All letters included some context information about the HTP and consultation, and provided a link to the consultation website for further information.

2.1.2 Invitations were sent to:

- Herefordshire, Hereford and Parish Councillors, and other officials, inviting them to a preview exhibition on the 3rd April at The Courtyard from 11am to 2pm. The invitations were sent by email (58) and post (3 letters) on 16th and 17th March 2017
- Key and non-statutory stakeholders (such as environmental, local interest and transport stakeholders) inviting them to a preview exhibition on 3rd April at The Courtyard from 4pm to 6pm. The invitations were sent by email (67) and post (6) on 16th and 17th March 2017
- Businesses inviting them to a 'business breakfast' on Tuesday 4th April between 7am and 9am. These invitations were sent by HC's economic development team via email on 16th and 17th March 2017.
- Landowners inviting them to attend one of the open public exhibitions. Letters were sent out on 13th March 2017. In total, 248 landowners were contacted by post, and 9 invited by email. The emails were sent on 16th and 17th March 2017.

2.1.3 Electronic copies of the consultation flyer were also sent to a database of 660 local stakeholders and members of the public who had previously been involved in HC consultations, and had expressed an interest in hearing from HC.

Reminders of the upcoming consultation were sent out to email addresses of councillors, partners and other stakeholders on 11th May. Landowners did not receive this reminder.

2.2 POSTER AND FLYER ADVERTISING

2.2.1 A4 Posters and A5 flyers advertising the exhibitions were displayed from two weeks before the start of the consultation in local businesses and public buildings across Hereford. These were distributed in person between 16th March 2017 and 31st March 2017. The flyers and posters contained the same content and are displayed in **Appendix A**. In total, 114 posters and 2,010 leaflets were distributed to businesses, village halls, doctor's surgeries and libraries.

2.2.2 Another 1,000 flyers were printed for the exhibitions and for the 'Choose How You Move' Team to distribute.

2.2.3 The locations of posters and flyers are illustrated in **Appendix B**.

2.3 MEDIA ADVERTISING

NEWSPAPER

2.3.1 Two press releases were issued to Hereford Times and Worcester News, one ahead of the consultation (4th April 2017) and one during the consultation (15th April). The first press release (see **Appendix C**) resulted in the publication of the following news article: -

http://www.herefordtimes.com/news/15202410.Western_bypass_could_be_built_by_2025/

2.3.2 Half page adverts were printed in the Hereford Times on 16th, 23rd and 30th March 2017. Online promotion on Hereford Time's website commenced on 16th March 2017 and completed on Sunday 21st May 2017. In article mid-page units (MPU's) and Double Height MPU's were also used to promote the consultation – half of these appeared before the consultation and the other half during the consultation. The MPU's resulted in 179,897 impressions and 2,836 click-throughs to the website.

2.3.3 Sponsored content was also advertised on the Hereford Times website with both pre-exhibition editorials (Monday 20th March 2017 to Thursday 6th April 2017) and post-exhibition editorial (Sunday 7th May 2017 to Sunday 21st May 2017). Results are seen below in

2.3.4 Table 2.1.

Table 2.1- Pre and post editorial details

PRE-EXHIBITION EDITORIAL	POST-EXHIBITION EDITORIAL
50,000 page impressions	50,000 impressions
277 link clicks	329 link clicks
0.55% Click through ratio	0.66% click through ratio

RADIO

2.3.5 BBC Hereford & Worcester ran radio adverts to promote the exhibition, commencing on Tuesday 21st March 2017. This consisted of 56 x 30sec commercials per week, over a 14 day period until Monday 3rd April 2017. There were also three live reads per day over a 10 day period. A second advert was released on Friday 7th April 2017 to promote the online survey, and ran for six weeks:

- Week 1 – 50 adverts per week
- Week 2 – 40 adverts per week
- Week 3 – 30 adverts per week
- Week 4 – 30 adverts per week
- Week 5 – 40 adverts per week
- Week 6 – 50 adverts per week

2.3.6 There was also three live reads per day over a 10 day period.

SOCIAL MEDIA

2.3.7 Social Media was used to advertise the consultation and public exhibitions, to promote the online questionnaire, and to gather feedback from the community.

2.3.8 The website, invitations, brochure, and display panels included the Facebook addresses **/Hereford2020** and **/hfdscouncil**, and Twitter handles **@Hereford_2020** and **@HfdsCouncil**.

2.3.9 Table 2.2 below summarises the social media activity used to promote the consultation:

Table 2.2- Social media activity

DATE	ADVERTISING	LINK	REACH	SHARES/ RESPONSES	COMMENTS
Facebook					
16/03/17	Exhibition advert	https://www.facebook.com/Hereford2020/photos/a.976410022420436.1073741829.9654521568495	10,497	27	27
16/03/17	Event advert	https://www.facebook.com/events/420577148292867/	9,000	87	2

16/03/17	Event advert	https://www.facebook.com/events/985572538240116/	3,300	16	3
16/03/17	Exhibition advert	https://www.facebook.com/hfdscouncil/photos/a.169384159864532.39139.168998463236435/974117436057863/?type=3&theater	1,001	11	0
19/03/17	Exhibition advert	https://www.facebook.com/hfdscouncil/photos/a.169384159864532.39139.168998463236435/975941442542129/?type=3&theater	2,027	0	1
23/03/17	Exhibition advert	https://www.facebook.com/hfdscouncil/photos/a.169384159864532.39139.168998463236435/978529785616628/?type=3&theater	1,318	1	0
Twitter					
16/03/17	Exhibition advert	https://twitter.com/HfdsCouncil/status/842314720417873921	2,373	16	0
19/03/17	Exhibition advert	https://twitter.com/HfdsCouncil/status/843409242845593601	1,264	4	0
23/03/17	Exhibition advert	https://twitter.com/HfdsCouncil/status/844926759535562755	1,357	5	0
01/04/17	Exhibition advert	https://twitter.com/HfdsCouncil/status/848097653065961473	1,177	7	1
04/04/17	Live tweet from exhibition	https://twitter.com/HfdsCouncil/status/849240872625614848	2,221	5	0
19/04/17	Have your say (link to questionnaire)	https://twitter.com/HfdsCouncil/status/854771791725768704	943	1	0

- 2.3.10 A sample of the advertising taken from the Twitter feed on the 1st April 2017 is shown below in Figure 2-1. This same advert was also tweeted on the 16th and 20th March beforehand.

Figure 2-1 - Advertising on Twitter before the consultation



- 2.3.11 Social media was also utilised to advertise the consultation throughout the process, as shown by

- 2.3.12 Figure 2-2 below.

Figure 2-2 – Advertising on Twitter during the consultation



3 CONSULTATION METHODS

3.1 PREVIEW EXHIBITIONS

3.1.1 A series of preview exhibitions were held to engage with selected key stakeholders about the proposal prior to information being released to the public. The previews were attended by 102 stakeholders including councillors, the media, statutory stakeholders and special interest stakeholders (local and regional). All of the previews were held at The Courtyard, before the main public exhibition. The times and dates of all events, and a breakdown of attendance, are shown in Table 3.1.

3.2 PUBLIC EXHIBITIONS

3.2.1 Staffed exhibitions took place on 4th, 5th and 6th April 2017 from 11am to 7pm. A breakdown of attendance at the public exhibitions is shown below in Table 3.1.

At each exhibition, there were opportunities for the public to provide feedback and comments, as well as ask questions and request further information. Staff were provided with feedback/query sheets to document verbal feedback and/or questions that could not be answered on the day but required a follow-up response. During the exhibitions, there were 30 written comments and/or requests for information.

Table 3.1 – Preview event details

DATE	EVENT	VENUE	TIME	NUMBER OF ATTENDEES
Monday 3rd April	Councillors preview	The Courtyard, Edgar Street, Hereford, HR4 9JR	11am – 2pm	79 (45 signed-in, 34 chose not to)
Monday 3rd April	Media preview		3pm – 4pm	
Monday 3rd April	Stakeholder preview		4pm – 6pm	
Tuesday 4th April	Business (and media) breakfast		7am – 9am	
Total number of preview attendees				102
Tuesday 4th April	Public exhibitions	The Courtyard, Edgar Street, Hereford, HR4 9JR	11am – 7pm	141
Wednesday 5th April			11am – 7pm	115
Thursday 6th April			11am – 7pm	81
Tuesday 4th April			11am – 7pm	141
Total number of public exhibition attendees				337

3.3 OTHER ACTIVITIES

- 3.3.1 A display exhibition was set-up following the completion of the public exhibitions (week two of the consultation). This provided an opportunity for those who were unable to attend the public exhibitions a chance to view the materials. It was located in a central location (Hereford Library) to encourage passers-by to find out more about the HTP. The display was staffed each Wednesday afternoon, between 2pm and 4pm. Materials could be viewed during library opening hours between Tuesday 11th April and Friday 19th May 2017.
- 3.3.2 To target younger people who are typically underrepresented during consultation processes, an event was held at Herefordshire and Ludlow College, Hereford Campus on Tuesday 23rd May 2017, from 10.30am to 2pm. The event was advertised by the college who distributed flyers to students a few weeks prior to the event. It was held in the Library to target students passing by the display. Rather than ask students to complete the questionnaire, a series of A1 posters were developed, each with a different question for students to answer using post-it notes. One of the questions related to transport in Hereford – this was ‘How could travelling in and around the city be made safer and easier?’.

3.4 EXHIBITION MATERIALS

- 3.4.1 A suite of exhibition materials were developed to provide the public with the information they needed to provide informed feedback. More Information on HTP focussed materials follows.
- 3.4.2 Six A1 display panels that provided an introduction to the consultation and an overview of the current transport problems, broad objectives of the HTP, information about the improvements, and the next steps. The panel content is shown in **Appendix D** and summarised below:
- Welcome – what is the HTP? Why are HC consulting?
 - Problems – current transport problems in Hereford
 - Objectives – Objectives HTP aims to achieve
 - Bypass – What has been done so far? What happens next?
 - Walking, cycling and bus improvements – examples of possible improvements
 - Next Steps – Timeline of HTP.
- 3.4.3 Other HTP related materials included :
- Large (A0) maps of Hereford and the environmental issues/constraints
 - Copies of the A5 Flyers with details of the consultation events and webpage
 - A3 copies of the display panels to accommodate people unable to view the bigger panels
 - The consultation survey and freepost envelope

- 3.4.4 There was also information on the HAP, fly-throughs and visualisations of schemes that had been delivered, and the Virtual Reality (VR) Headset. The VR headset showed a visual artists impression of the new public realm in Hereford City Centre and can be seen in use in Figure 3-4

Figure 3-1 - HTP boards on display at The Courtyard

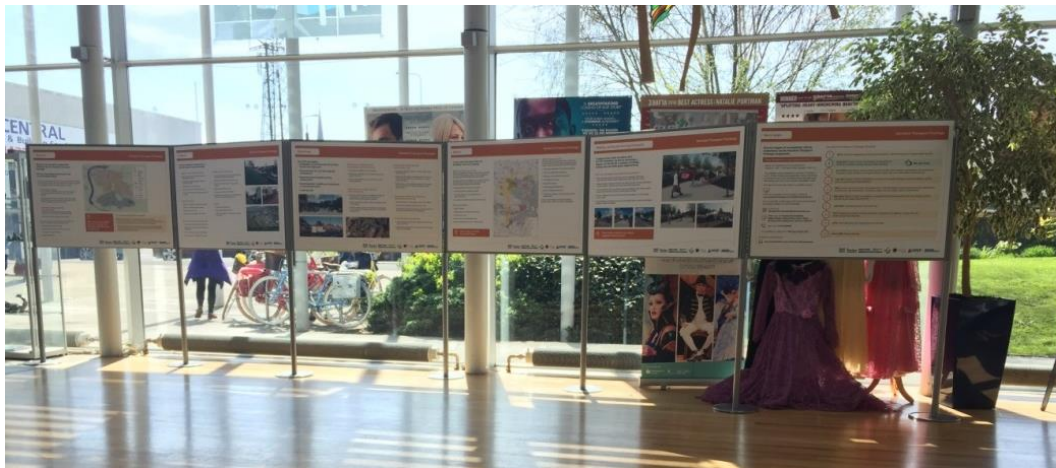


Figure 3-2 - Public exhibition



Figure 3-3 - Visitors at the public exhibition viewing the visualisations and fly-throughs



Figure 3-4 - Visitor using the VR headset



3.5 WEBPAGE

- 3.5.1 A consultation webpage (www.herefordshire.gov.uk/HerefordConsultation) was set-up to allow people to access information about the HAP and HTP, and the consultation 24 hours a day, seven days a week. The webpage provided links to the exhibition panels, maps and frequently asked questions.
- 3.5.2 The website also contained a link to an online version of the consultation questionnaire.
- 3.5.3 The webpage had a holding message on it prior to the launch of the public consultation, and then was live for the entirety of the public consultation period – Tuesday 4th April to Monday 22nd May 2017.
- 3.5.4 Over the course of the consultation period, the consultation webpage was viewed by 2,781 unique visitors.
- 3.5.5 During the consultation, written submissions were accepted via the consultation email address (herefordconsultation@balfourbeatty.com) and via post (using the freepost address).

4 DATA

4.1 QUESTIONNAIRES

4.1.1 The main channel for feedback was the consultation survey. . This was a combined survey with questions relevant to the HAP and HTP and the consultation included 61 questions; seven of these were relevant to the HTP. The HTP questions explored the following topics:

- Movement (questions 16 and 20) as part of the HAP section
- Existing transport conditions (questions 46-48)
- The proposed Hereford Bypass (question 49)
- The proposed walking, cycling, bus and public space improvements (questions 50-52)

4.1.2 The survey was available to complete:

- Via iPads at the exhibition
- In hard copy – available at all exhibitions, and upon request
- Online on the consultation website.

4.1.3 All surveys were entered onto the online survey platform 'Survey Monkey' in the following location - <https://www.surveymonkey.co.uk/r/HerefordConsult>.

4.1.4 This consultation questionnaire can be seen in **Appendix E**.

4.1.5 The questionnaire was available in hard copy and online for the entirety of the consultation period – Tuesday 4th April to Monday 22nd May 2017. It was agreed with HC to accept returns of items to the Freepost address up to the Monday 29th May 2017 to allow for postal delays; however, no surveys were delivered after the 12th June 2017. The online survey was closed and the final results collected on the 31st May 2017.

4.1.6 A total of 1,467 questionnaires were completed during the six week period – 1,400 were completed online and 67 were hard copy responses. Of these, 671 responded to at least one of the questions regarding the HTP. The HTP related responses are summarised in Section 5.

4.2 COMMUNITY VIEWS

4.2.1 During the exhibitions, 30 staff feedback forms were completed which had comments about the HTP, seven of these required responses, which were dealt with in the weeks following the exhibitions. The remaining 23 were comments or suggestions left by members of the public. These are summarised in Section 5.

4.3 WRITTEN SUBMISSIONS

4.3.1 During the consultation period, 11 stakeholder organisations chose to respond about the HTP. These included responses from:

- Church Commissioners for England
- Hereford and Worcester Gardens Trust
- Hereford Civic Society
- Hereford Market
- Hereford Sustainable Transport Group
- Historic England
- Natural England
- Powys Council
- Savills on behalf of Golf Inns
- Taylor Wimpey
- Woolhope Naturalists Fields Club

4.4 PETITIONS

4.4.1 There were a total of 35 completed petition forms received during the consultation period from local residents in Hereford and the surrounding area. 30 of these responses used templates available from the Breinton Parish website as shown in **Appendix F**. These templates covered the themes of environment, freight, economy and sustainable transport.

5 ANALYSIS

5.1 QUESTIONNAIRES

- 5.1.1 This section summarises the feedback received in the consultation survey relating to the HTP section (questions 46 – 52) and the HAP questions (questions 16 and 20) which had a more broad relevance to transport. 671 respondents chose to reply to at least one of the HTP questions or the HAP questions (questions 16 and 20) which had relevance to transport more broadly.
- 5.1.2 All of the quantitative data is presented graphically and qualitative data has been analysed and grouped into key themes.
- 5.1.3 A summary of the findings of each survey question relevant to the HTP follows. These are analysed in the order of questions asked.

5.2 HAP QUESTIONS RELATING TO THE BYPASS

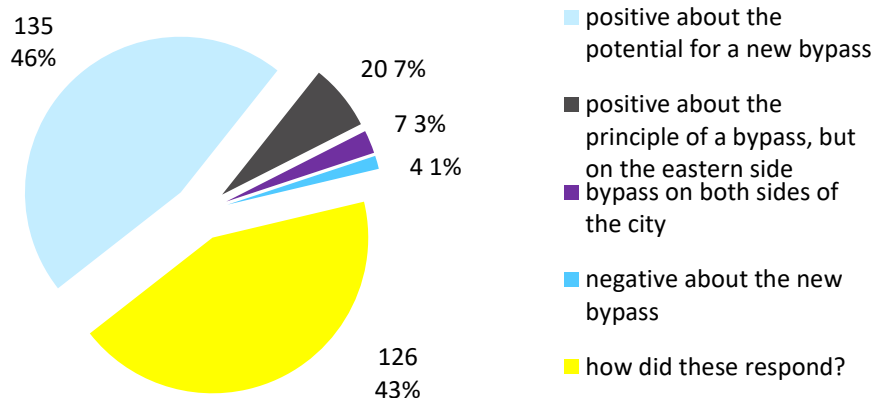
QUESTION 16: HOW CAN ACCESS TO THE RAILWAY STATION BE IMPROVED?

- 5.2.1 Of the 264 responses to question 16 in the HAP section of the questionnaire, eight made reference to a bypass as a solution to improving access to the railway station as it would remove traffic and congestion from the city centre. Example comments include:
- 5.2.2 “Build a bypass and alleviate city centre traffic”
- 5.2.3 “Remove traffic from the major route into town by creating a bypass”

QUESTION 20 - CAN YOU SUGGEST BETTER WAYS TO MANAGE FREIGHT TRANSPORTATION THROUGHOUT THE CITY?

- 5.2.4 Question 20 in the HAP section of the questionnaire resulted in several references to the bypass. 166 (57%) out of the 292 people who responded to question 20 referenced the bypass in their response. Of these 166 responses:

**QUESTION 20 - CAN YOU SUGGEST BETTER WAYS TO MANAGE
FREIGHT TRANSPORTATION THROUGHOUT THE CITY?**



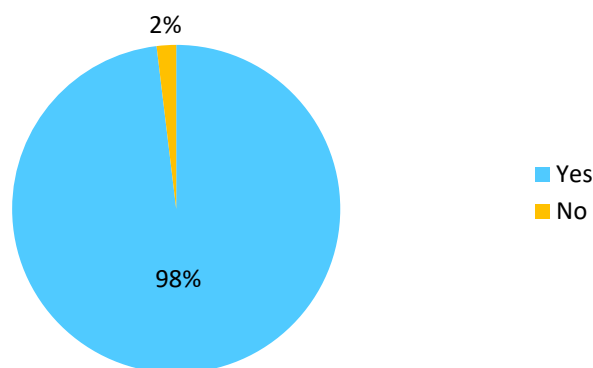
- 135 (46%) were positive about the potential for a new bypass, and made no reference to which side they thought the bypass should be built. Example comments include:
 - “Build a bypass which takes heavy traffic out of surrounding villages”
 - “Bypass so as HGV and agricultural equipment don't have to use city centre - all roads surrounding Hereford are poorly designed with few opportunities to pass slow moving vehicles”
- 20 (7%) were positive about the principle of a bypass, but suggested this should be on the eastern side of the city to connect to Rotherwas, major motorways and neighbouring villages
 - “Put the bypass east of the city where all the main road links are and industry is.”
 - “Build a bypass to the east of the city to link up with the Worcester road from the Rotherwas Industrial Estate.
 - “Build a bypass to join on to the road to Ledbury”
- 7 (2%) suggested a bypass on both sides of the city, or all the way the city.
 - “A bypass, built around the city. NOT at one side, ALL the way round.”
 - “A Ring road that actually bypasses the city on all sides. The East-West crossing debate shows that we need both, not one or the other! People need to get to their destination and alleviate the mind numbing and unnecessary chug through the city. It would be friendlier to cyclists too”.
- 4 (1%) were negative about the new bypass because participants expressed:
 - Traffic should be controlled and regulated, rather than build for more vehicles.
 - Need for a few river crossings to connect into existing roads.

5.3 HTP QUESTIONS

QUESTION 46: DO TRAFFIC CONDITIONS IN HEREFORD NEED TO BE IMPROVED?

5.3.1 Of the 671 respondents to the HTP section, 627 (93%) chose to respond to the first of the HTP questions. Their responses to this are shown in Figure 5-1.

Figure 5-1 – Do traffic conditions in Hereford need to be improved?



5.3.2 A significant majority of respondents (98%) agree the traffic conditions in Hereford need to be improved; with only 2% disagreeing this. This reiterates the importance of transport infrastructure improvements across Hereford.

QUESTION 47: WHAT DO YOU THINK ARE THE CURRENT TRANSPORT PROBLEMS IN HEREFORD?

5.3.3 Respondents were given the opportunity to rank the current transport problems in Hereford from a list of 12 options. They were asked to rank up to five, with 1 being the biggest problem, 2 being the second biggest problem etc. Respondents could only pick five of the 12 transport problems.

5.3.4 The current transport problems for comment included:

- Traffic congestion
- Volume of heavy goods vehicles
- Long delays at signal junctions
- Poor public transport links to rural areas
- Poor cycling/walking infrastructure
- Dependency on car use
- Poor access to public transport

- Vehicle emissions
- Poor air quality
- Difficulty crossing busy roads
- Traffic noise
- Lack of pedestrian crossings

5.3.5 To aid the collective analysis of the data received, the scores (1-5) have been weighted to demonstrate the importance placed on the response:

5.3.6 During analysis:

- The measure identified as the most important (1) has been given a score of 5;
- The measure identified as the 2nd most important (2) was given a score of 4;
- The measure identified as the 3rd most important (3) was given a score of 3;
- The measure identified as the 4th most important (4) was given a score of 2;
- The measure identified as the 5th most important (5) was given a score of 1.

5.3.7 Once the responses were weighted the number of weighted responses for each issue was added together to give one total score. The maximum possible score for each factor was 3,140. This means that if every respondent to the question selected an issue as the biggest problem the total score would be 3,140.

5.3.8 The biggest perceived problems are shown in Table 5.1 below.

Table 5.1 - Transport problems - ranked

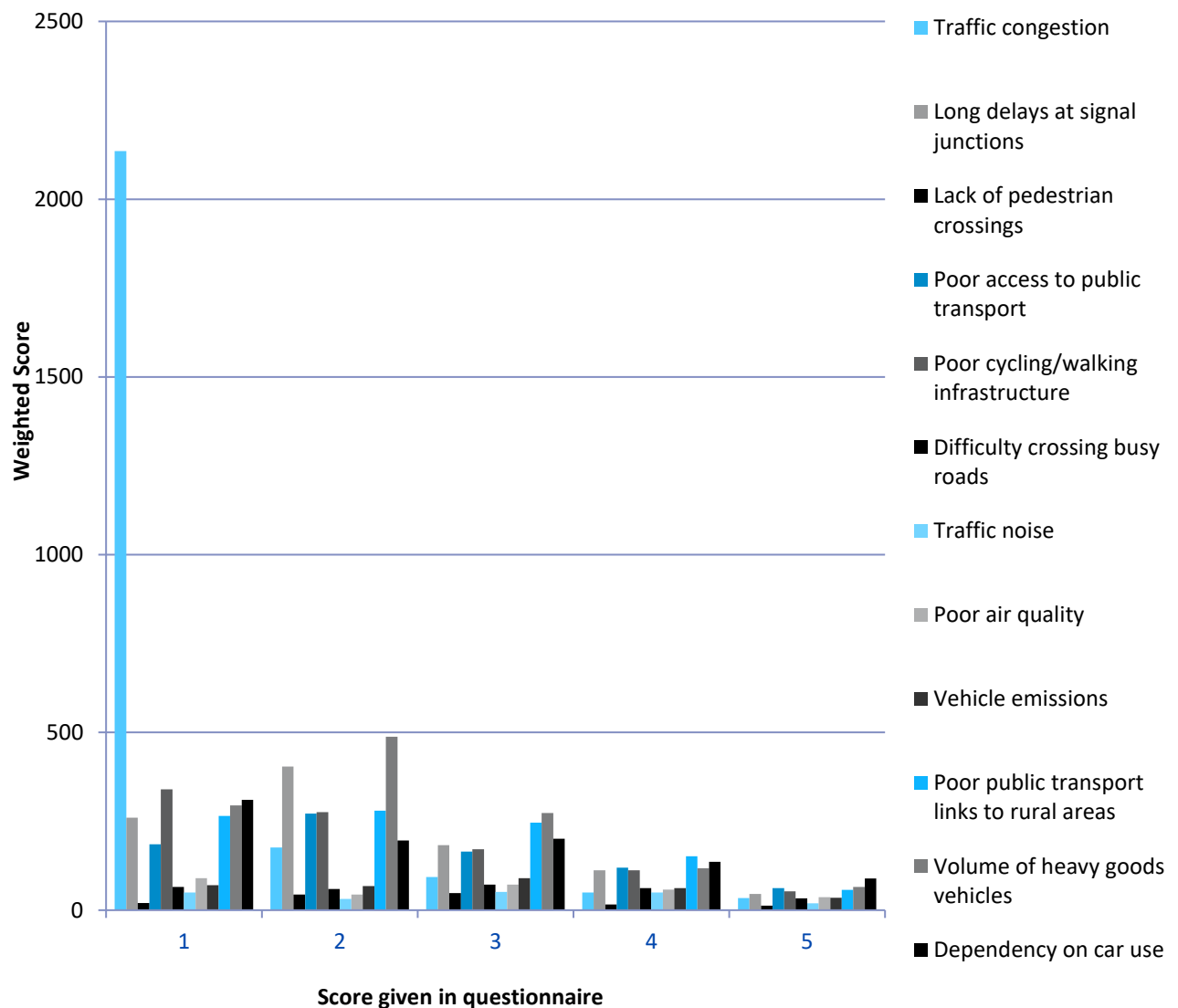
PROBLEM	OVERALL RANK	TOTAL SCORE ¹	PERCENTAGE OF MAXIMUM POSSIBLE SCORE ²
Traffic congestion	1	2,488	79%
Volume of heavy goods vehicles	2	1,239	39%
Long delays at signal junctions	3	1,005	32%
Poor public transport links to rural areas	4	1,000	32%
Poor cycling/walking infrastructure	5	952	30%

¹ The total score is a weighted calculation. Items ranked first are valued higher than the following ranks, the score is a sum of all weighted rank counts.

² The percentage of maximum possible score shows how close to the possible 100% of participants each response is. It has been developed to aid the comparison of responses only and does not reflect the percentage of people that chose the topic.

- 5.3.9 Upon calculation, the weighted scores identified the current biggest transport problem in Hereford is traffic congestion – the score for this issue was significantly higher than any other response. The volume of heavy goods vehicles was identified as the second biggest transport problem. Long delays at signal junctions, poor public transport links to rural areas, and poor cycling/walking infrastructure received a similar score as the respondents' third, fourth and fifth biggest transport problems.
- 5.3.10 The responses to all of the problems that were listed are illustrated in
- 5.3.11 Figure 5-2, which shows the top five transport problems according to number of responses for each rank given. It can be seen that traffic congestion has the most consensus of the biggest problem in Hereford. Conversely, lack of pedestrian crossings was seen as the least current problem in Hereford.

Figure 5-2 - Transport Problems



QUESTION 48: MOST SHORT DISTANCE JOURNEYS IN HEREFORD ARE MADE BY CAR. WHAT DO YOU THINK PUTS SOME PEOPLE OFF WALKING, CYCLING OR USING THE BUS FOR SHORT TRIPS?

5.3.12

This was an open question, in which respondents had the opportunity to express the reasons why they believe people don't walk, cycle or use public transport for short distance journeys. There were 562 respondents (84%) that covered a range of topics. The most common five reasons suggested were:

- Safety;
- Poor bus services;

- Cost of public transport;
- Lack of walking and cycling infrastructure; and
- Inconvenience.

5.3.13 They have been categorised as best as possible and the primary recurring themes are identified in Table 5.2. Responses often covered more than one reason and included in Table 5.2.

Table 5.2 – What puts people off using active/sustainable travel?

COMMENT THEME	EXAMPLE COMMENTS	NUMBER OF RESPONSES
Safety	<p>“Cycling I feel is too dangerous with congested roads, not enough cycle paths. Same applies for walking, there are often parts of my journey on foot which don't have a designated footpath and I have to walk on the road, sharing with lorries when I walk to work.”</p> <p>“The speed limits are not policed. Most areas in town should have 20 zones yet most people travel at speeds higher than the current 30 limit.”</p>	130
Quality of public transport	<p>Comments included reference to buses unreliability, the infrequency of services, poor public transport information, and disconnected networks</p> <p>“The cost of the bus is ridiculous for the service provided.”</p> <p>“Yeomans 77 Bobblestock circular bus £2.20 single or £4 day hopper as no return provided, is that reasonable when most journeys are less than 2 miles??”</p> <p>“The inconvenience of having to gear journey times to bus schedules.”</p> <p>“Time pressure means people need to get from A to B quickly. Public transport is expensive and not frequent enough.”</p> <p>“Buses and trains are not frequent enough or reliable- often late or cancelled. Often no public transport at all to places you want to get to”</p>	301
Lack of walking and cycling infrastructure	<p>“Lack of off-road cycle routes”</p> <p>“Extremely poor infrastructure for cycling across Hereford, west-east and North-South. Needs fully segregated cycle lanes, not just paint on already overcrowded roads so children and novice cyclists can use”</p> <p>“The network of cycle paths is fragmented and needs to be properly joined up”</p> <p>“Cycle paths often do not interconnect and too often end at difficult and potentially hazardous junctions”.</p>	181

	<p>“there are not enough safe cycle routes around the city”</p> <p>“Poor crossing points for pedestrians with crossings that take far too long to change”</p> <p>“Walking is not a pleasant experience as you either have to walk on off road paths which are lonely and dangerous or alongside busy roads. Pedestrian facilities in Hereford are poor with poor quality pavements full of pot holes and pedestrian crossings where you wait for ages for the signal to change.”</p> <p>“It's too noisy, pavements are poor quality, either broken block paving, sloping or too narrow and shared with bicycles, which causes problems as there is no discipline”</p> <p>“Very limited access to secure cycle parking.”</p> <p>“Lack of secure cycle infrastructure (e.g. there needs to be good quality CCTV looking on to bike parking as so many are stolen which puts people off cycling)”</p>	
Laziness	<p>“A culture of laziness / inactivity”</p> <p>“Laziness”</p>	57
Poorly maintained infrastructure	<p>“Badly maintained roads (potholes) and pavements which increase dangers to cyclists.”</p> <p>“Poorly maintained pavements and cycle-ways. Most suffer from flooding, large puddles, leaves and mud which people don't want to have to walk through. And most aren't gritted in winter.</p>	54
Total number of comment themes		793

QUESTION 49: WE ARE IN THE EARLY STAGES OF IDENTIFYING POSSIBLE BYPASS ROUTES. HOW IMPORTANT DO YOU THINK THE FOLLOWING FACTORS ARE IN CHOOSING THE BYPASS ROUTE?

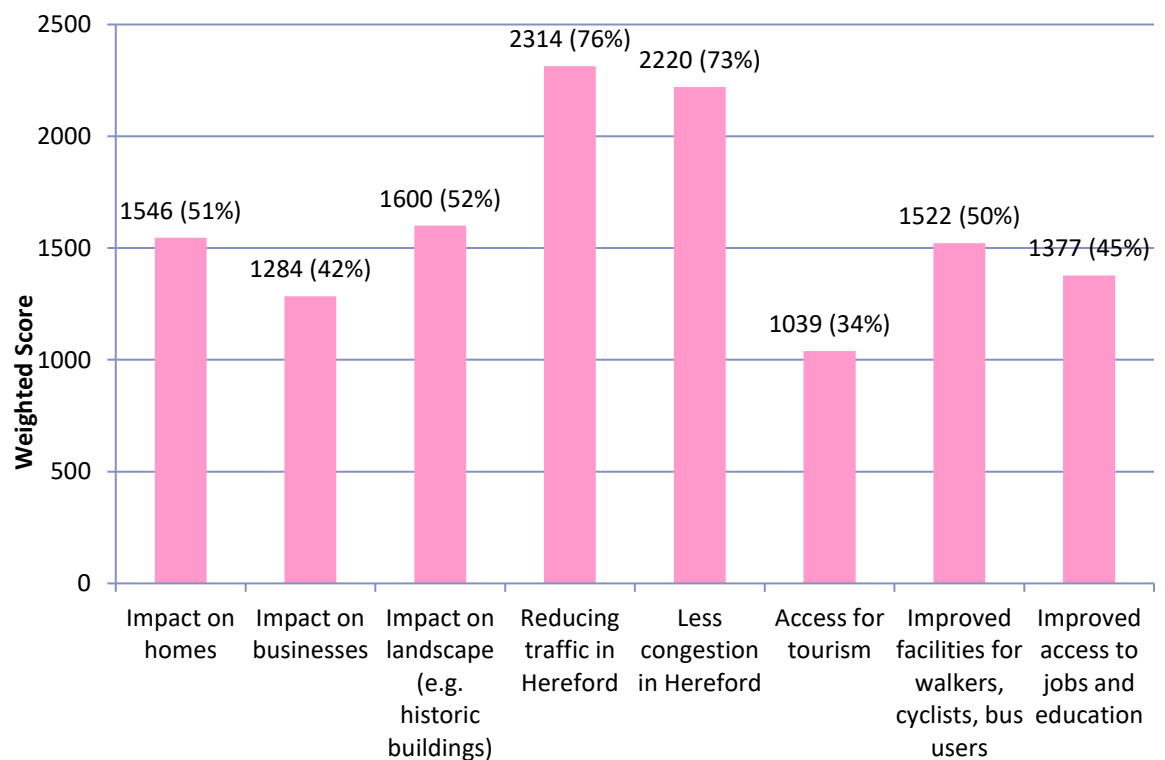
- 5.3.14 The following factors were identified in the questionnaire:
- Impact on homes
 - Impact on businesses
 - Impact on landscape (e.g. historic buildings)
 - Reducing traffic in Hereford
 - Less congestion in Hereford
 - Access for tourism
 - Improved facilities for walkers, cyclists, bus users
 - Improved access to jobs and education
- 5.3.15 98% (612) responded to this question. Respondents were asked to rank factors 1 to 5; 1 being very important and 5 being not important at all. Respondents could pick five of the eight responses.
- 5.3.16 To aid the collective analysis of the data received, the scores (1-5) have been weighted to demonstrate the importance placed on the response:
- 5.3.17 During analysis:
- The measure identified as the most important (1) was given a score of 5;
 - The measure identified as the second most important (2) was given a score of 4;
 - The measure identified as the third most important (3) was given a score of 3;
 - The measure identified as the fourth most important (4) was given a score of 2; and
 - The measure identified as the fifth most important (5) was given a score of 1.
- 5.3.18 Once the responses were weighted the number of weighted responses for each issue was summed together to give a total score. The maximum possible score for each factor was 3,060. This means that if every respondent to the question selected an issue as the most important the total score would be 3,060.

Table 5.3 – Factors to consider - ranked

FACTOR	OVERALL RANK	TOTAL SCORE¹	PERCENTAGE OF MAXIMUM POSSIBLE SCORE²
Reducing traffic in Hereford	1	2,314	76%
Less congestion in Hereford	2	2,200	72%
Impact on landscape (e.g. Historic Buildings)	3	1,600	52%
Impact on homes	4	1,546	51%
Improved facilities for walkers, cyclists and bus users	5	1,522	50%
<p>¹ The total score is a weighted calculation. Items ranked first are valued higher than the following ranks, the score is a sum of all weighted rank counts.</p> <p>² The percentage of maximum possible score shows how close to the possible 100% of participants each response is. It has been developed to aid the comparison of responses only and does not reflect the percentage of people that chose the topic.</p>			

- 5.3.19 The weighted scores show that reducing traffic and less congestion in Hereford were the two most important factors when choosing the bypass route. The impact on landscape (such as Historic Buildings), impact on homes and opportunities to improve facilities for walking, cyclists and bus users received a similar score as the respondents' third, fourth and fifth most important considerations. Access to tourism was the least popular factor when identifying possible bypass routes.
- 5.3.20 The responses to all of the problems that were listed are illustrated Figure 5-3.

Figure 5-3 - Factors when choosing possible bypass routes



QUESTION 50: WHICH OF THE FOLLOWING IMPROVEMENTS DO YOU THINK ARE YOUR PRIORITIES? ON A SCALE OF 1 TO 5 (1 BEING VERY IMPORTANT AND 5 BEING NOT IMPORTANT AT ALL), HOW IMPORTANT ARE THE FOLLOWING FACTORS TO YOU?

5.3.21 The improvements identified in the questionnaire were:

- Safer and better walking routes (for example, the provision of wider footways, improved pedestrian crossing facilities, reduced speed limits and traffic-free routes)
- Safer and better cycling routes (for example, the creation of dedicated cycle lanes, cycle friendly junctions, reduced speed limits and traffic-free routes)
- More reliable and quicker bus journeys (for example, bus priority on key routes into and out of the city)

- More attractive public space (for example, boulevard-style streets, shared space and the planting of trees to create green corridors)
- More reliable and quicker journeys by car (for example more traffic lanes and measures that prioritise cars)

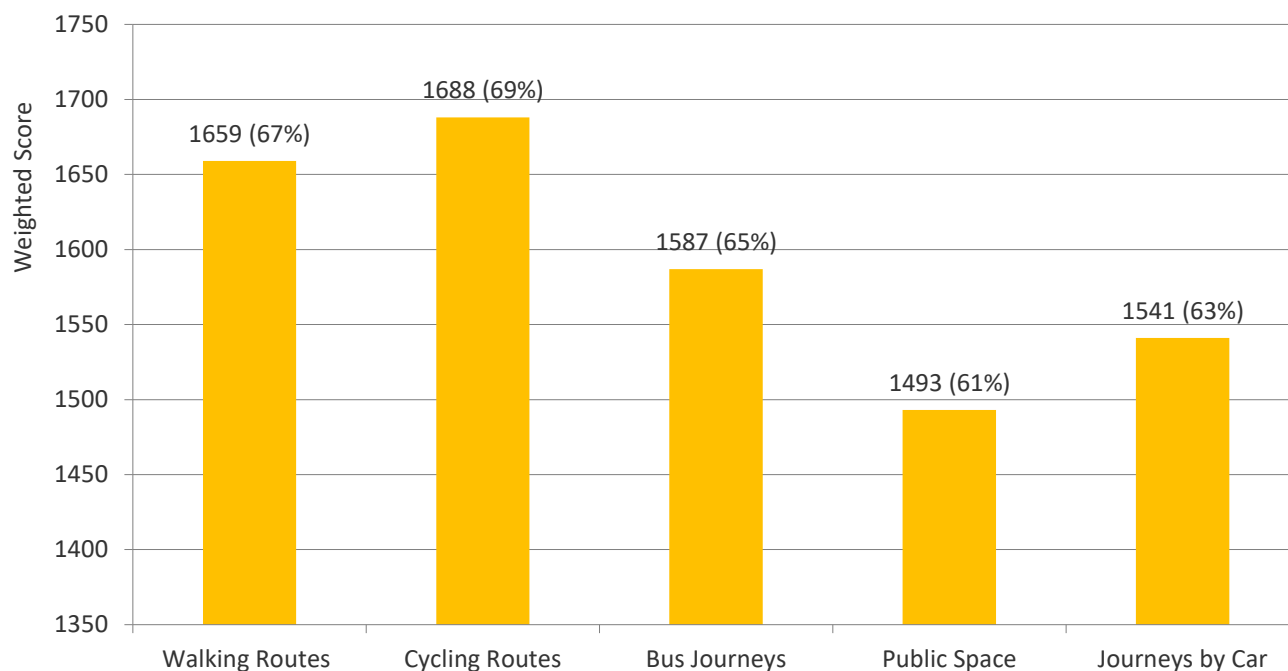
5.3.22 Respondents were asked to score the improvements 1 to 5 (1 being very important and 5 being not important at all). 79% (492) respondents answered this question.

5.3.23 To aid the collective analysis of the data received, the scores (1-5) have been weighted to demonstrate the importance placed on the response:

5.3.24 During analysis:

- The measure identified as the biggest priority (1) was given a score of 5;
- The measure identified as the second biggest priority (2) was given a score of 4;
- The measure identified as the third biggest priority (3) was given a score of 3;
- The measure identified as the fourth biggest priority (4) was given a score of 2; and
- The measure identified as the fifth biggest priority (5) was given a score of 1.

5.3.25 Once the responses were weighted the number of weighted responses for each issue was summed together to give a total score, with the maximum possible score being 2,460. Results are shown in Figure 5-4.

Figure 5-4 - Priority improvements

5.3.26 Safer and better cycling and walking routes scored the highest as priority improvements. More attractive public space was the improvement which scored as the lowest priority.

QUESTION 51: ARE THERE ANY LOCATIONS WHERE YOU THINK WALKING, CYCLING, BUS AND PUBLIC SPACE IMPROVEMENTS WOULD BE BENEFICIAL? PLEASE WRITE UP TO THREE LOCATIONS, PROBLEMS AND YOUR SUGGESTED SOLUTIONS.

5.3.27 The comments in question 51 of the consultation survey cover a broad range of locations, problems and solutions. Comments have been categorised by identifying the primary recurring themes, queries and concerns have been extracted. 36% (228) of respondents chose to answer question 51. Of those 228 respondents, 70% chose to identify 2 locations, and 42% identified 3 locations. Locations within High Town/ City Centre had the most feedback and suggested solutions. The majority of the comments included more than one suggested improvements.

5.3.28 The most commonly referenced locations are highlighted below in

5.3.29 Table 5.4.

5.3.30 The percentages in the identified problems column represent the number of comments in that category. Percentages are only provided if a problem was identified on more than one occasion. The suggested locations for improvements outside of Hereford have also been mapped in Figure 5-5.

Table 5.4 - Locations for walking, cycling, bus and public space improvements

LOCATION	IDENTIFIED PROBLEMS	SUGGESTED IMPROVEMENTS	NUMBER OF RESPONSES
Hereford (general)	Lack of cycle infrastructure (35%) Congestion (15%) Poorly maintained roads (13%) Lack of signage (10%) Poor pedestrian infrastructure (10%) No Park and Ride (7%) Poor public realm (5%) Lack of public transport / access to bus station (5%)	Cycling Lanes Bypass Cleaner public realm Park and Ride Maintenance of infrastructure Signage	66 (14%)
Areas in Hereford	Belmont – Crime on Great Western Way, conflict between pedestrians and cyclists	Better CCTV and official pathways	62 (13%)
	Hereford Enterprise Zone – not enough bus services to cater for shift workers, incomplete cycle network, poorly maintained environment	Later/Earlier bus services Cycle infrastructure that links better to residential areas Improved signage Maintenance of footways and cycleway	
	Lower Bullingham – Speeding vehicles, illegal parking, shared-use pavements	Traffic calming Police enforcement Cycle path	
	Tupsley – no cycle paths, poor road surface and too many speed humps	Provide cycle paths Maintenance of infrastructure Remove traffic calming	
	Whitecross – poor visibility, no footpaths on Breinton Road/ Westfaling Street	Prohibit parking Breinton Road – one way	

		Create pavements	
	Widemarsh – Congestion, hazardous parked cars	Bypass Parking restrictions Pedestrianisation	
	Open/ Public Spaces – poor maintenance (overgrown vegetation, litter, vandalism etc...), poor quality playgrounds, discontinuous river path, safety at night, poor connections between open space	CCTV / police presence Cycle paths On-going maintenance All weather footpaths along the River Wye Resurface pavements	
High Town / City Centre	Congestion (22%) Difficult pedestrian crossings (16%) Unsafe for cyclists and poor cycling network/infrastructure (22%) Poor public realm, empty shops (22%) Traffic management (14%) Traffic speeds (4%)	Bypass Cycle Lanes Improved pedestrian crossings and times Pedestrianisation Lower rents to reduce empty shops Reduce speed limit to 20mph Public Realm improvements	57 (12%)
A438 Whitecross Road	Poor cycling provision (32%) Congestion (28%) Poor pedestrian environment – lack of safe crossings, narrow footpaths, and unsafe underpass (21%) Unattractive environment (19%)	Reduction of HGVs Build dedicated cycle lanes Improve lighting and underpass Increase the number of pedestrian crossings More pleasant public realm	36 (8%)

A465 Belmont Road	<p>Congestion (52%)</p> <p>Dangerous for cyclists and lack of cycle provision (17%)</p> <p>Difficult for pedestrians to cross (13%)</p> <p>Unpleasant public realm environment and poor road surfaces (13%)</p> <p>Poorly located bus stops (5%)</p>	<p>Bypass / new river crossing</p> <p>Bus Lanes</p> <p>Dedicated, segregated cycle lanes</p> <p>Park and ride facilities</p> <p>Increased pedestrian crossings</p> <p>Improve public realm</p> <p>Tramline</p> <p>Improved traffic signal coordination</p>	36 (8%)
A49	<p>Congestion and heavy traffic and pollution (59%)</p> <p>Difficulty to cross (32%)</p> <p>No cycle lanes / unsafe for cyclists (9%)</p>	<p>Bypass</p> <p>Cycle Lane</p> <p>Improved pedestrian crossings</p> <p>Widen the road</p>	32 (7%)
Rural Villages	<p>Infrequent bus service (times, frequency, services)</p> <p>Heavy traffic flow and HGV volumes on narrow roads</p> <p>Lack of pedestrian infrastructure</p> <p>Poor cycle infrastructure and network into Hereford</p>	<p>Improve bus routes and frequency</p> <p>Bypass</p> <p>Provide pavements and complete missing sections of pavements</p> <p>Build a cycle way / cycle lanes</p>	31 (6%)
A465 Aylestone Hill	<p>Congestion (47%)</p> <p>Dangerous for cyclists</p> <p>Lack of pedestrian crossing places, and short 'green man' crossing times (26%)</p> <p>Dangerous for cyclists (27%)</p>	<p>Adjusting the pedestrian signals for a longer crossing time</p> <p>Cycle Lane</p> <p>Bypass</p> <p>Widen footpaths</p> <p>Traffic calming, including raised</p>	28 (6%)

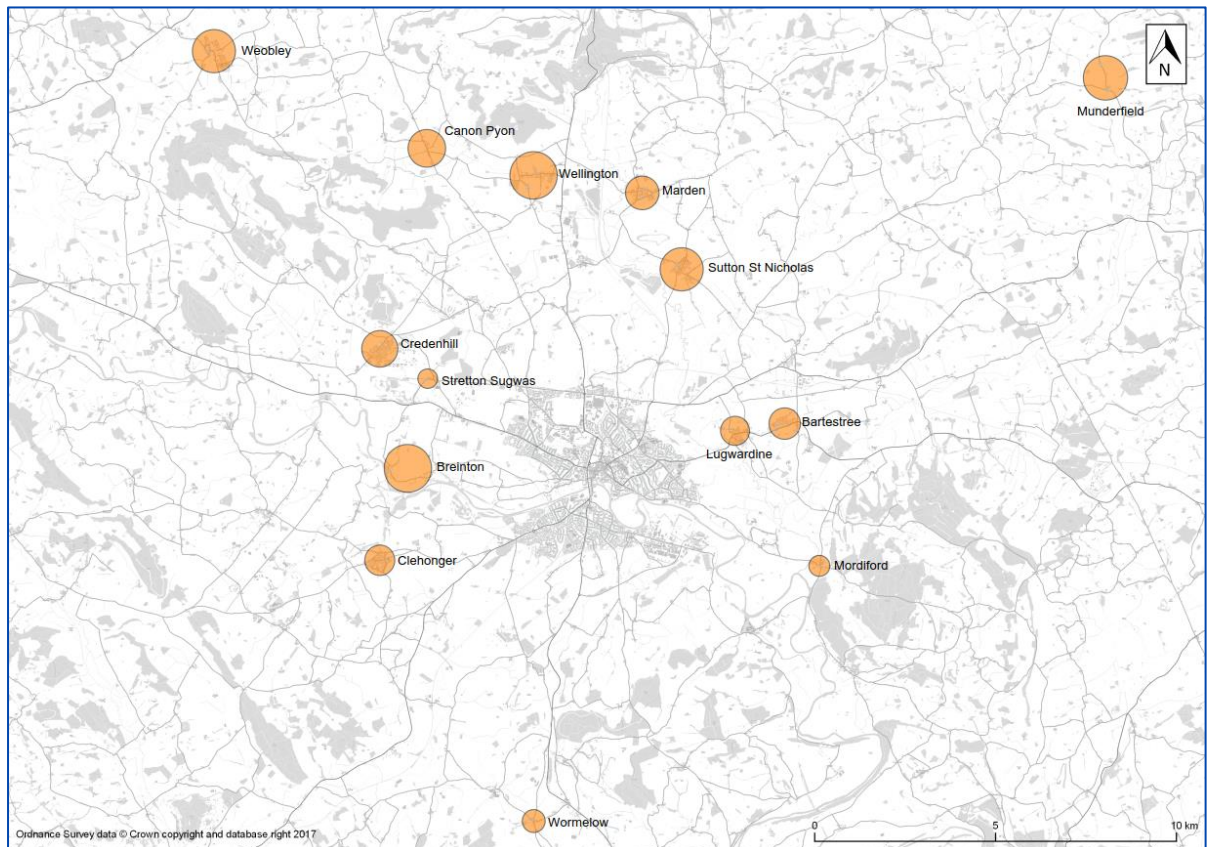
		crossings, mini roundabouts	
Other roads	A4103 (21%) – Speed of traffic, no footpath provision	Speed Cameras Pelican crossing	19 (4%)
	B4224 Eign Road – Poor links to the Greenway	Dedicated cycle lane	
	Barrs Court Road – No provision to cross the road, and being used as a cut through	Close the railway bridge leading to Newton Road	
	Bodenham Road – Traffic volume and speed	20mph limits, safe crossing points	
	Brampton Road – narrow links to Great Western Way	Widen access to Great Western Way	
	Central Avenue – Narrow footpath alongside playground	Widen it to make shared use	
	College Road – Poor pedestrian facilities over the railway bridge	Widen bridge or add a dedicated footway over the bridge	
	Folly Lane – Traffic signals are too long	Replace with a roundabout	
	Holme Lacy Road – no links for pedestrians and cyclists, cycle route has no priorities at junctions, lack of buses going direct to the college	Create an on-road cycle lane Use the railway lines for a cycle route to Rotherwas Open up Broadleys road and Saxon Gate to access Direct bus services	
	Kingsway – illegal parking on double yellows	Enforcement of parking restriction	
	Old School Lane – Poor road surface	Repair and install cycle lane	
Walnut Tree Avenue – speed bumps too high	Install railings and a pedestrian crossing		

	Whittern Way – poor parking	Dedicated parking spaces	
A49/A465 junction	Too congested and high volume of traffic (94%) Dangerous for cycling (6%)	Bypass / new river crossing Improve access to schools by different modes Reduce complexity of junction Cycle lanes / Dutch style roundabout Bus priority / alternative tram route on Great Western Way	16 (3%)
Kings Acre Road	Heavy traffic and congestion (25%) Dangerous for cyclists (25%) No dedicated cycle route (25%) Poor quality pavements (12%) Bus services withdrawn and bus infrastructure (13%)	Bypass Cycle path Reinstate bus services Resurface roads	16 (3%)
Services	Hospital – no cycle/ pedestrian provision	Provide a pedestrian crossing at Stonebow road Cycle Lane	12 (3%)
	School – congestion, dangerous at school pick up/ drop off times	Dedicated drop off points School transport	
	Rail Station – poor connections to other public transport, access congestion	Relocate bus station Dedicated walking and cycling lanes to key areas of Hereford e.g. shops, employment.	
Barton Road	Inadequate cycle provision – causes conflict with pedestrians (36%)	Change traffic signal timings	11 (2%)

	Narrow pavements (27%) Congestion (27%) Underpass isn't very accessible (10%)	Improve footpath New pedestrian crossing at the end of Friar Street and also Victoria Street Improved bus service and school buses Traffic calming	
St Owen Street	No cycle provision (lanes/contraflow) (91%) Parking access (9%)	Contraflow cycle path Two way cycle lane	11 (2%)
Great Western Way	Safety at night - No lighting (45%) Dangerous (33%) Unmaintained (22%)	CCTV Lighting Segregate pedestrians and cyclists Level path Use for a tram route.	9 (2%)
A438 Blueschool Street	Dangerous for cyclists (50%) Traffic (37%) Difficult to cross (13%)	Bypass Bus lanes Cycle lanes More pedestrian friendly	8 (2%)
A438 Ledbury Road	Heavy traffic and congestion (25%) No cycle lanes (38%) Narrow pavements (25%) Parking bays (12)	Cycle lanes Bypass	8 (2%)
Grandstand Road	Vehicle behaviour – speed of traffic and too many HGVs (42%) Bottleneck (29%) No footpath or cycle path (29%)	Cycle lane / route using racecourse Speed restrictions Double yellow line markings Right hand turn lane into Newtown Road	7 (1%)

Old Market	Traffic (29%) Poor lane discipline (29%) No crossings (14%) No cycle lanes (14%) No lay-by for the bus – holds up traffic (14%)	Road closure Pedestrian crossing Cycle lanes Bypass Layby for buses	7 (1%)
Hampton Park Road	Cyclists and vehicles competing for road space (60%) Poor road surface (40%)	Resurface road Reroute HGVs Cycle lanes	5 (1%)
Total number of comments			477 (100%)

Figure 5-5 – Suggested locations for improvements outside of Hereford city



QUESTION 52: ARE THERE ANY OTHER OPTIONS WE NEED TO CONSIDER TO HELP MANAGE HEREFORD'S TRANSPORT PROBLEMS?

- 5.3.31 The final question in the HTP consultation survey asked respondents whether there were any other options that need to be considered in the HTP. 33% (221) chose to respond to this question. The comments have been categorised into the primary recurring themes, queries and concerns have been extracted. This is highlighted in Table 5.5.

Table 5.5 – Other options to help manage Herefords transport problems

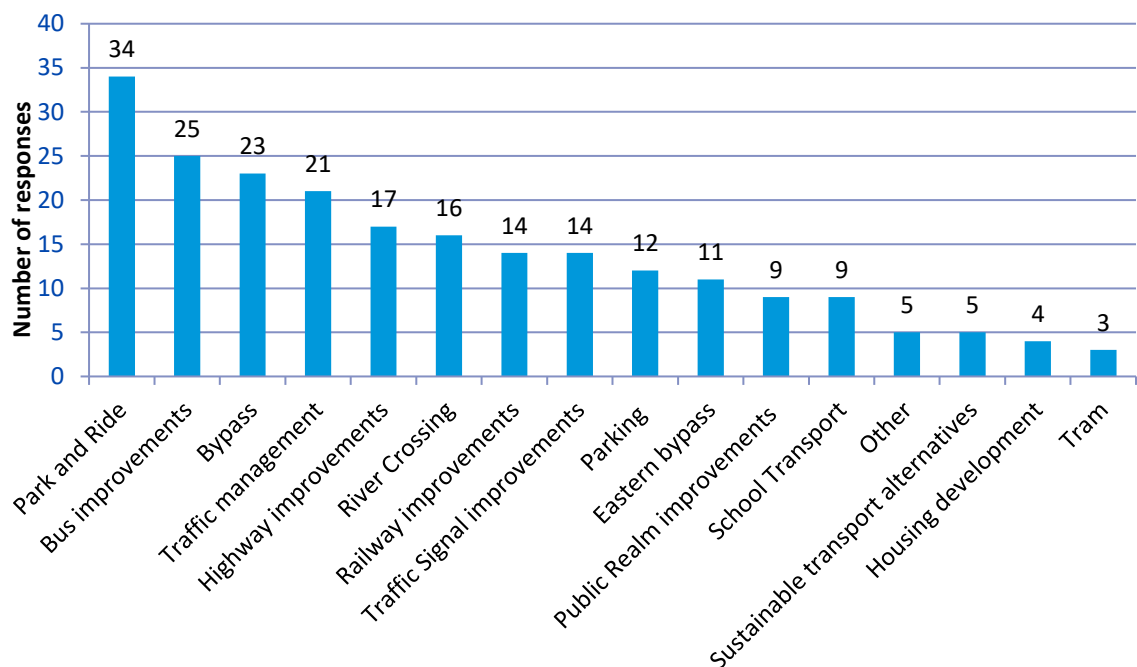
COMMENT THEME	EXAMPLE COMMENTS	NUMBER OF RESPONSES
Park and Ride	<p>“Provide car parking on south of wye with dedicated routes/shuttle to city centre. Provide other car parks further out in larger car parks to avoid trips into city centre and traffic circulatory to find a space.”</p> <p>“Cars are always going to be necessary in Herefordshire, therefore, an excellent city public transport system from north, west, south and east, with dedicated park and ride facilities is essential.”</p> <p>“Park and ride is effective in other similar cities and should be reconsidered”</p>	34
Bus improvements, including cheaper fares, increased services, an increase in electric buses, and an improved bus station in the city centre	<p>“Partnership between council and PT operators to develop an official high quality environmental electric bus network for the city”</p> <p>“Unaffordable public transport is making it hard for those who use cars to get around, to make a viable switch”</p>	25
Bypass	<p>“Build a long awaited bypass”</p> <p>“Hereford is well overdue a proper bypass”</p>	23
Traffic Management, including re-routing, HGV restrictions, addressing pinch points, congestion charge	<p>“A number of key pinch points need to be addressed, without alleviation of these bottlenecks, better traffic flow will not occur”</p> <p>“Congestion charge for those doing short journeys e.g. locals travelling short distances to work.”</p> <p>“Signage needs to be addressed along Holme Lacy Road for HGVs. The 7.5 weight limit signage is no good and needs to be clearer. No HGV access to Rotherwas via Holme Lacy Road”</p>	21
Other Highway improvements, maintenance of existing highway, ring road, better links to HEZ, and rural transport infrastructure.	<p>“Repair potholes quickly and competently so cyclists and drivers don't have to swerve to avoid them and taking their eye off other hazards.”</p> <p>“Build a ring road all the way around Hereford.”</p>	17

Another River Crossing	<p>“We need two more bridges with roads connecting up”</p> <p>“More bridges and a bypass to link south and north businesses and facilities to grow Herefords economy”</p>	16
Railway improvements, including increase in services for both freight and passengers, and a new station	<p>“You need to improve rail lines and open up more stations away from the centre of Hereford so people can use it as a means to travel to work. You also need to increase the number of trains”</p> <p>“Opening railway link from Hereford to Ross”</p>	14
Traffic signal improvements, changing phasing of traffic lights.	<p>“Improve phasing of traffic lights and where possible remove them or switch them off outside of peak hours.”</p> <p>“All traffic lights to be sensor activated rather than timed as at present”</p> <p>“Synchronise pedestrian crossing lights with main traffic lights at major junctions”</p>	14
Parking, including cheaper parking charges and more parking in the city centre	<p>“If you want more people to use the city centre, stop/reduce the very expensive parking charges for 2h duration”</p> <p>“More structure to parking fees. Too many options in all car parks. Inners ones should be short stay at a premium outer ones should be long stay and cheaper.”</p>	12
Eastern Bypass	<p>“Put bypass on the East side to connect businesses in Rotherwas with motorways and take out of Hereford the business traffic/lorries”</p> <p>“Commercial and tourist traffic approaching from the Midlands, the North and East should not have to circumnavigate the city to use a bypass. Only an Eastern route makes sense.”</p>	11
Public realm improvements, shared space, 20mph restrictions	<p>“Reducing parking provision for new builds particularly towards the city centre. Rebalance street use towards cycles, pedestrians, wheel chair users etc.”</p> <p>“Shared space design and 20mph throughout”</p>	9

School transport, dedicated school buses	<p>“Reinstate rural bus routes for commuting times & heavily subsidised school buses”</p> <p>“More school buses as congestion is much greater during school term”</p>	9
Other, flexible working, health and wellbeing, maintaining the cultural heritage	<p>“Consider the cultural heritage of the Wye Valley to the West of the city.”</p> <p>“People's health. The more development of roads, shopping centres and supermarkets means that the population is becoming car-reliant. Hereford has an obesity problem which is shocking considering it has so much access to the countryside.”</p>	5
Other transport alternatives, carpooling, electric taxis and river taxis/ ferries, bike hire, sustainable travel plan,	<p>“Incentives for car sharing schemes such as discounted car park fees.”</p> <p>“Incentives and infrastructure for electric cars and all vehicles.”</p>	5
Housing developments, restricting large scale developments, urban density with close access to services	<p>“Urban density. Housing within walking distance of services and jobs will lead to more people walking.”</p> <p>“We consider that new development opportunities could assist in the delivery of the bypass. Without sufficient access onto the bypass from the west future traffic demand will be forced onto small outer routes causing further congestion. Lack of appropriate access junctions onto the bypass could create severance issues.”</p>	4
Introduction of a tram	<p>“Build monorail or use trams across Great Western Way and onwards”</p> <p>“A tram on a loop going in both directions around the city would be much more efficient than buses competing with cars for space on congested roads”</p>	3

- 5.3.32 Figure 5-5 shows the highest regarded options to help manage Hereford's transport problems. When asked, the most popular response was a Park and Ride, followed by bus improvements. Managing housing developments were not considered to help manage Hereford's transport problems

Figure 5-5 – Other options to be considered in the HTP



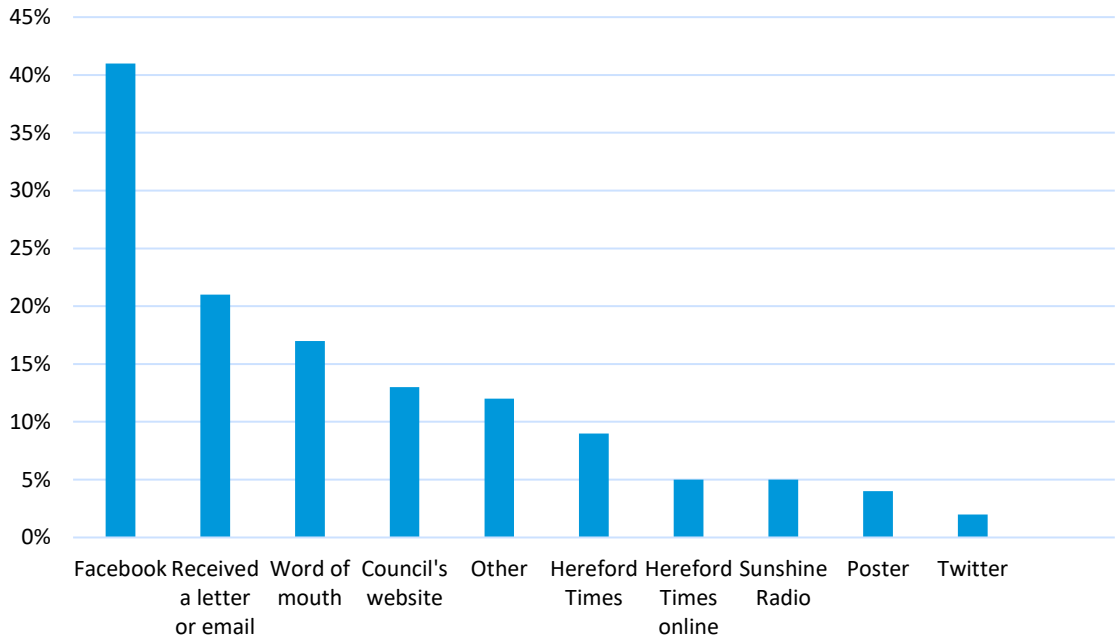
5.4 CONSULTATION PROCESS

- 5.4.1 Respondents were asked four questions about the consultation process. A summary of the findings are as follows:

QUESTION 54: HOW DID YOU HEAR ABOUT THE CONSULTATION?

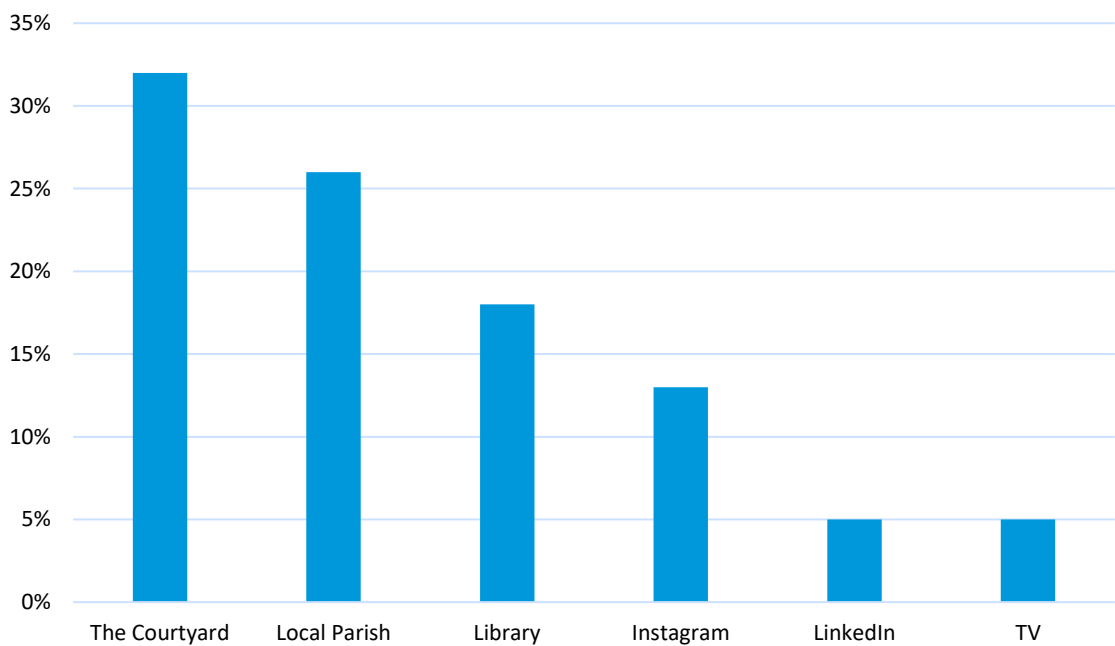
- 5.4.2 Figure 5-6 highlights how people heard about the HTP consultation. 41% of people heard about the consultation through Facebook. 21% of respondents received a letter or email from the Council. The least amount of respondents (2%) heard about the consultation through Twitter.

Figure 5-6 - Consultation advertising



The 12% that responded 'Other' heard about the consultation through The Courtyard itself, their local Parish Council, the Library, Instagram, LinkedIn or on the central news on the television. This is represented below in Figure 5-7.

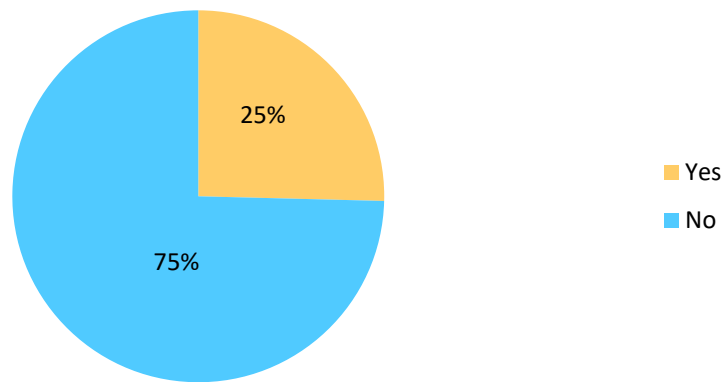
Figure 5-7 - 'Other' category when respondents were asked how they heard about the exhibition



QUESTION 55: DID YOU ATTEND A PUBLIC EXHIBITION?

- 5.4.3 A quarter of (25%) of respondents that replied to the consultation questionnaire attended the public exhibition, as seen by Figure 5-8.

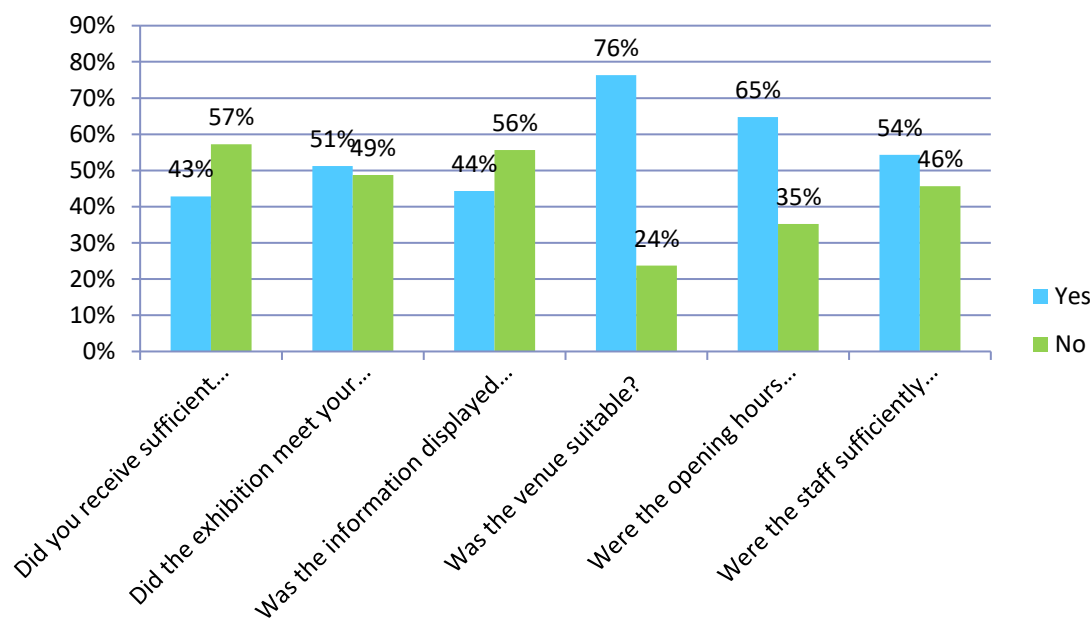
Figure 5-8 - Consultation Attendance



QUESTION 56:

5.4.4 Question 56 asked those respondents that attended the exhibition about the experience they had at the public exhibition. The six questions were just a 'yes' or 'no' response and responses are seen below in Figure 5-9.

Figure 5-9- Public exhibition feedback



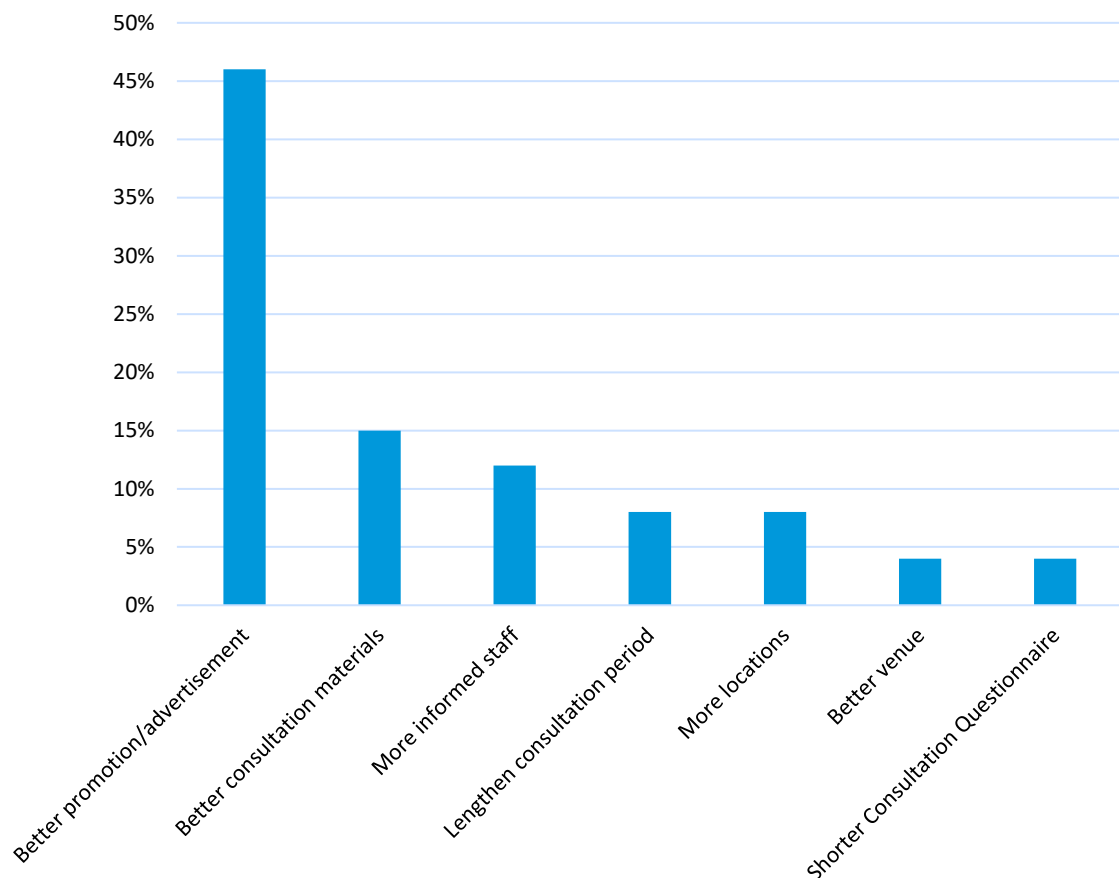
5.4.5 Overall response to the public exhibition was positive, with 54% of respondents giving positive feedback. The majority of respondents found the venue suitable (76%), the opening hours sufficiently long enough (65%) and staff sufficiently informed (54%).

5.4.6 However, the majority of respondents felt that they did not receive sufficient notification about the public exhibition (57%) and did not find the information displayed sufficient enough to answer any questions they had (56%).

QUESTION 57: DO YOU HAVE ANY SUGGESTIONS ABOUT HOW WE MIGHT IMPROVE FUTURE EXHIBITIONS?

5.4.7 Respondents were asked how HC could improve future exhibitions, of which 64% responded with comments. The responses have been categorised into common themes and reported below in Figure 5-10.

Figure 5-10 - How to improve future exhibitions



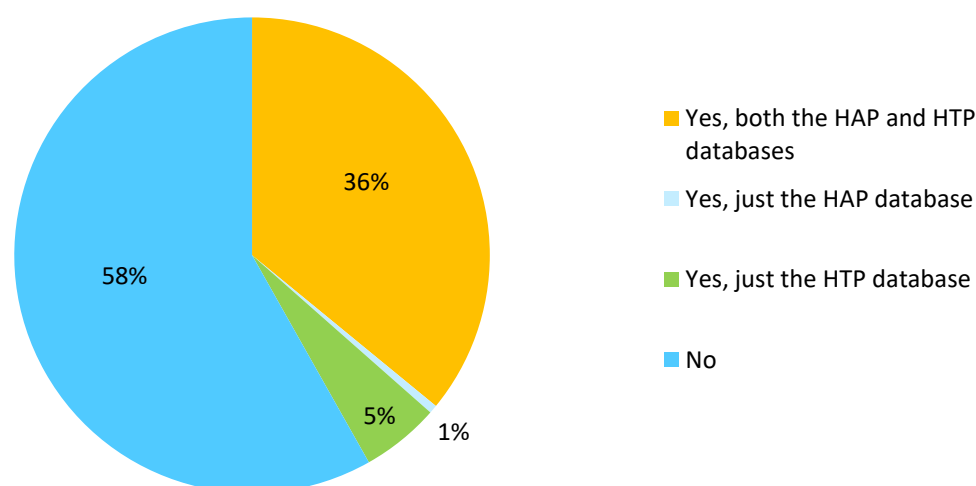
Of those that responded, 40% would like better communication of the consultation event, through flyers, letters, and radio publication, 13% wanted improved consultation materials. 10% didn't feel that staff were properly trained/informed and 7% wanted the consultation period to be longer and have staffed exhibitions open earlier/later. 10% would like to see the consultation at more public venues, and a more appropriate venue than the Courtyard. The 3% that responded with 'Other' raised the following comments:

- Ensure feedback is properly recorded and taken into account
- Have less staff and save money
- Have politicians present at consultation.

QUESTION 53: WOULD YOU LIKE TO BE ADDED TO THE HAP AND/OR HTP CONTACT DATABASES TO BE KEPT UP TO DATE ABOUT THE PROJECT AS IT PROGRESSES?

- 5.4.8 84% of respondents chose to answer question 53 about whether they would like to be kept updated on the HAP and HTP. Figure 5-11 highlights the majority (58%) did not want to be kept updated on the HAP or the HTP. 36% respond with wanted to be added to both the HAP and HTP databases. Only 5% wanted to be kept updated on the HTP alone.

Figure 5-11 - HAP/HTP databases

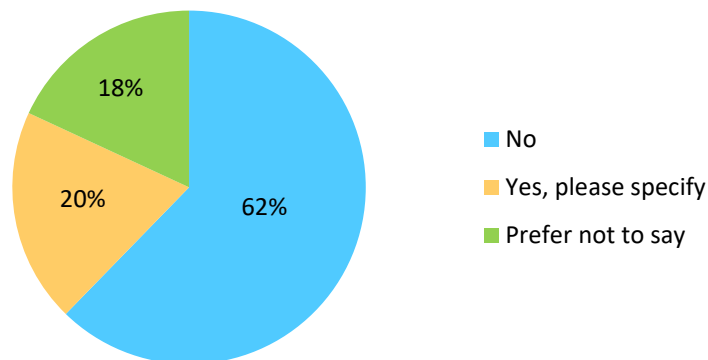


5.5 PERSONAL AND DEMOGRAPHIC QUESTIONS

- 5.5.1 As part of the consultation survey, respondents were asked a series of personal and demographic questions.

QUESTION 58: ARE YOU A MEMBER OF A LOCAL BUSINESS OR ORGANISATION?

- 5.5.2 78% of respondents answered question 58 on whether they were a member of a local business or organisation. Figure 5-12 highlights one in five of all participants (20%) were representatives of a local business or organisation.

Figure 5-12 - Part of a local business or organisation?

5.5.3 **Questions 59 to 61** of the survey collected demographic information about survey participants to help HC spot trends and identify groups that require further engagement. The survey explained that this information would be kept separately and anonymised. The findings of the demographic questions are summarised in Table 5.6.

Table 5.6 - Demographic responses of respondents

CATEGORY	RESPONSE	COMPARISON WITH 2011 CENSUS
Gender	<p>Most respondents were male: 54% were male 41% female 4% preferred not to say Less than 1% of respondents identified as transgender.</p>	<p>There was a slight underrepresentation of females – females make up 50% of the Herefordshire population.</p>
Age	<p>There was a good spread of participation from people between 16 years and 74 years: <1% were under 16 22% were 16 to 34 years 43% were 35 to 54 years 29% were 55 to 74 years 1% were 75 years or older 4% preferred not to say</p>	<p>There was underrepresentation of the following age groups compared to the Herefordshire population: People under 16 - this group make up 19% of the Herefordshire population. Note that this group were targeted by the Herefordshire & Ludlow College event held on Tuesday 23 May 2017.</p> <p>The following age groups were well-represented: 16 years to 34 years – this group make up 19% of the Herefordshire population.</p>

		<p>35 years to 54 years – this group make up 19% of the Herefordshire population.</p> <p>55 years to 74 years – this group make up 33% of the Herefordshire population.</p> <p>Over 75 - this group make up 10% of the Herefordshire population.</p>
Disability	<p>Most respondents (87%) did not consider themselves to have a disability:</p> <p>6% of participants considered themselves to have a disability, and 7% preferred not to say.</p>	<p>The consultation was relatively representative of people that consider themselves to have a disability - 8.4% of the Herefordshire population have a long-term health problem or disability that limits their activity a lot.</p>

5.6 COMMUNITY VIEWS

5.6.1 To assist with the identification of issues and concerns the project team took notes of some of the more detailed discussions they had with attendees at the public exhibitions, and wrote down specific questions or concerns.

5.6.2 The comments raised covered a wide range of topics relating to the HTP. The issues that came up repeatedly are summarised in this section.

5.6.3 The public identified the following transport problems:

- Major congestion issues across Hereford.
- Problems with congestion on Holme Lacy Road - roundabout at ASDA is a big issue.
- Need to solve the traffic congestion issues before you look at improving walking and cycling.
- Concern at expenditure on major projects given poor condition of existing infrastructure. For example road maintenance and potholes throughout County.
- More school students to use bus services to reduce congestion.
- Limited routes to motorway.

Table 5.7 - Comments raised about the bypass during the public exhibition

Support for the bypass	<ul style="list-style-type: none"> • Bypass great idea • Supports having a bypass for Hereford • Landowner who lives at King's Acre was originally consulted on the bypass in 1987 and has faced uncertainty for the past 30 years. The landowner is supportive of the need for the bypass – he doesn't want to end up right next to the road but understands the need. He would like a decision to be made ASAP • Very supportive of the bypass which needs to be built soon to cater for new housing • Create viewing points along the new route • Supports bypass – would be nice to have • Supportive of the bypass even though it goes through his land which spans the corridor – get on and build it – avoids using the A49
Opposition to the bypass corridor location	<ul style="list-style-type: none"> • A western bypass through Breinton/Warham will damage an environmentally sensitive area popular with walkers, runners and cyclists. I don't believe it will solve any of Hereford's traffic problems in part because the new housing proposed will generate a large amount of extra traffic • Does not relieve transport problems on the east side of Hereford • Mordiford Parish Council wants a bypass on the east side of Hereford • Does think congestion is an issue but would prefer an eastern bypass over bypass located next to land • Rather than a bypass so close to the city and going through beautiful important landscape at Breinton, it's better to have the road further away from town and put New Town somewhere else
Opposed to the principle of the bypass	Doesn't believe it is a bypass but purely a road to support housing delivery – believes journeys are only going into the centre and are not going through.
Issues for consideration when developing possible bypass routes	<ul style="list-style-type: none"> • Field to west of Fayre Oaks – border of bypass corridor is prone to flooding and has new reservoir catchment to alleviate flooding on Fayre Oaks and Huntsman's Drive • Wants to make sure the road developer includes future proofing for future housing development e.g. internet cabling etc. so odd work is not required in future years • Provision made for cyclists/runners/NMUs along bypass • Need for Parish Plan with corridor • Concerns the parish neighbourhood plan doesn't include bypass corridor • Consider increasing the height of the new bridge to avoid the environmental issues, like the SSSI • Need to do bat surveys - Noted that bat surveys have already happened

5.6.4 The public also identified walking, cycling, bus and public space improvements as concerns and suggestions for the HTP:

WALKING IMPROVEMENTS:

- Walking from Whitecross Road to the town centre is very difficult, especially when both underpasses are flooded. There is no equivalent cycle route
- Walking from Whitecross Road to St Martin's Road is made difficult by the fact that there is no crossing in Barton Road to the underpass
- Need to resolve conflict between pedestrians and cyclist particularly on Whitecross Road – Plough Lane to Aldi. Need better definition between areas for each use

CYCLING IMPROVEMENTS:

- All new roads should have cycle paths integrated
- Improved cycle infrastructure
- Need to resolve conflict between pedestrians and cyclist particularly on Whitecross Road – Plough Lane to Aldi. Need better definition between areas for each use
- Current bike lanes are too narrow
- Improvements in surrounding routes for lighting e.g. Roman Road west of A4110
- Better linking throughout western side and centre/Rotherwas for NMUs
- NMU crossing points on foot and cycle bridges, rather than just at grade crossings (particularly B4349 and cycle path near Three Elms for cyclists)

BUS IMPROVEMENTS:

- More bus services to Leominster, Ross-on-Wye and within Hereford generally. Difficult to get around without a car
- A bus lane which leads to the hospital
- Bus priority
- Need direct bus links from new housing to new employment
- There are no cross-town transport links

OTHER IMPROVEMENTS:

- Park & Ride would be good at Three Elms

5.7 WRITTEN SUBMISSIONS

5.7.1 During the consultation period, 11 stakeholder organisations provided feedback on the HTP by emailing or writing to HC.

5.7.2 A table summarising all of the written submissions can be seen in **Appendix G**. The key themes from the responses of the 11 HTP submissions are:

DELIVERY OF HOUSING

5.7.3 The stakeholders would like to see HC adhere to timescales stated in the Core Strategy and Local Plan, as this will enhance the delivery of housing in the key strategic sites.

ENVIRONMENTAL CONCERNS

5.7.4 The bypass has the potential to be environmentally costly, and so the design needs to be carefully planned to minimise and mitigate the effects of the bypass, but is also an opportunity to seek improvements in line with the National Planning Policy Framework. Consideration of the landscape should be given a high level of importance when determining the preferred route.

ECONOMIC BENEFIT

5.7.5 Powys Council and Hereford Market support the provision of the bypass and its greater connectivity to the two sides of the River Wye, and welcome the wider economic benefits and opportunities it would bring.

SUSTAINABLE TRANSPORT

5.7.6 Sustainable transport should be fully supported as a result of the bypass, but initiatives shouldn't need to wait for the bypass to be built, and could be implemented now.

EARLY ENGAGEMENT

5.7.7 The stakeholders that responded would like to be fully engaged at the early stages to ensure the bypass route does not adversely affect the natural or historic environment, or stakeholder assets.

5.8 PETITIONS

5.8.1 A total of 35 individual responses from the public were received, opposing the western bypass. 30 of these responses were based on the templates provided on the Breinton Parish website. In total, 24 of the 35 responses were from residents of Breinton, objecting to the proposed western relief road potentially being built through or close to Breinton. Some letters of objection did not provide an address, but used the Breinton parish templates.

5.8.2 Table 5.8 below highlights a summary of each template, as well as the key issues raised in the comments.

Table 5.8 - Petitions about the HTP

THEME	SUMMARY OF TEMPLATE	NUMBER RECEIVED	HANDWRITTEN COMMENTS (KEY ISSUES)
Freight	<p>The council has failed to provide details of a Freight Strategy, a Waste and Minerals Plan and has made no mention in the HTP regarding freight and rail.</p> <p>The response also states that freight crossing Greyfriars Bridge has declined based on DfT AADT figures.</p> <p>There is confusion as to why HC want to promote a bypass when they have insufficient money to maintain the current roads. Building a new road will attract more HGVs and contribute to roads deteriorating faster.</p>	6	<p>Don't believe the bypass would solve any of the traffic problems with new developments and extra cars.</p>
Environment	<p>The proposed bypass will destroy open countryside and high grade arable farm land, intruding on the historic landscapes between Belmont and Breinton. Herefordshire's principal asset is its unspoilt countryside and once lost, it is gone forever.</p> <p>A river crossing at Wareham would destroy the historic landscapes painted by the Herefordshire artist Brian Hatton and the setting of the Breinton Springs monument.</p> <p>Breinton was identified as the 'Green Lung' of Hereford by the Victorians. The bypass will bring pollution (air, light, noise).</p> <p>A western bypass will pose a risk to important geological Water Protection Zone.</p>	15	<p>The public enquiry for the bypass to the east did not take into account the Lugg meadows were in agricultural use in WWII and their ecological importance is substantially less important than imagined.</p> <p>Why not use the existing bridge at Bridge Sollars and improve links, rather than destroying scenic areas.</p> <p>Hereford residents enjoy the nearest good quality countryside in Breinton, especially walkers.</p>

Sustainable transport	<p>The bypass will fail to solve congestion in the city as only 17% is through traffic. The HTP gives no information about what can be done to reduce congestion in Hereford by sustainable measures.</p> <p>Destination Hereford resulted in a modal shift away from cars to more sustainable methods of transport. The DFT Nov 2014 report concluded benefits from walking and cycling were higher than benefits from building new roads. Higher levels of walking and cycling are shown to support local economies, reduce crime and improve health and wellbeing.</p> <p>The HTP is an opportunity to provide a comprehensive sustainable travel network and improve travel choice for everyone.</p>	2	<p>Bypass should be located to the East to facilitate links to the other English conurbations.</p> <p>The predicted cost of the bypass should be better spent on sustainable transport measures.</p>
Economy	<p>What evidence is there to support that £132million spent on a bypass to the West of Hereford will improve transport choice and reduce short car journeys? The bypass will not connect new homes and services in Hereford.</p> <p>CPRE March 2017 have demonstrated that road building schemes never deliver the net economic benefits they promise, and underestimate the economic value of the environment and landscape.</p> <p>The council does not appear to be following the people's choice as a result of the Local Transport Plan consultation in 2015. The most favoured option from this consultation was to improve the access to services for those living in rural areas by delivering a range of transport options, particularly those without a car. The least favoured option was building new roads.</p>	5	<p>The cost is excessive, mainly due to inaccessibility of the chosen crossing point. Why chose expensive solutions when cheaper alternatives are available?</p> <p>The bypass will result in a loss of grade 1 agricultural land that is used for recreational purposes.</p> <p>The railway station, colleges and hospital are all the east of the city, and a western bypass will not benefit these establishments.</p> <p>Eastern bypass is the less costly option.</p>

5.8.3 The other five petitions were individual response petitioning against the bypass and did not use text provided from the Breinton website. A summary of key points raised in these submissions are as follows:

- Breinton and the Lugg Meadows is a beautiful area of countryside that will be blighted if a bypass is built through it. Other open spaces should also be protected.
- Traffic problems won't be eased as the bypass is coupled with new, large housing developments.
- The bypass should be built to the east to benefit the main economies on the east side of Hereford. The Eastern route should be preferred as it is a cheaper alternative.
- A new road will contribute to society's poor health as sustainable travel options are not encouraged enough for shorter journeys.
- The cost of the bypass has not been properly estimated and will cost more than originally budgeted for.
- The majority of trips in Hereford are short distance trips. Sustainable travel alternatives for these trips will not be a preferred option if a new road is built. This will affect people's health in the long-term.
- Separate walking, cycling and public transport strategies should be written and to promote and encourage sustainable transport to reduce car trips.
- Provide technologies, such as high speed broadband, to allow people to work from home and reduce the need for travelling.
- Preserve the landscape that local artist Brian Hatton painted. Breinton was his home, and the cultural legacy and artistic heritage should be left un-spoiled.

6 CONCLUSIONS

6.1 EFFECTIVENESS OF CONSULTATION

- 6.1.1 The consultation reached a wide range of landowners, business, residents and community members. The consultation reached thousands of people – 40,907 visits came from Facebook and 9,335 came from Twitter. This wide-spread promotion resulted in 2,781 unique web page visits, 439 participants in face to face consultation events and 671 HTP consultation survey responses.
- 6.1.2 Facebook advertising and the personal distribution of letters/emails were the most effective methods used to promote the consultation. The website, word of mouth, and advertisements at the consultation venue (The Courtyard) were also commonly referenced methods people heard about the consultation.
- 6.1.3 The scope of distribution of material, the diverse range of promotions, and the range of opportunities for participation and variety of formats of information ensured the process was accessible. Despite this, When comparing the demographic findings of the survey to the 2011 census, the survey results show an under-representation of young people (under 16 year olds), older people (over 75 years). People aged between 16 and 54 and people with disabilities were comparably well represented.
- 6.1.4 The consultation achieved its objectives to raise awareness of the proposals, planning and design process, and to invite feedback about the proposals. The process respected the relevant consultation requirements and principles for the initial non-statutory phase of consultation.

6.2 SUMMARY OF RESULTS

- 6.2.1 Feedback received during the consultation demonstrates that overall there is broad agreement amongst respondents that traffic conditions in Hereford need to be improved, with congestion being one of the biggest problems resulting in long delays at signal junctions.
- 6.2.2 There was broad support for the principle of a bypass to solve some of these transport problems; however some participants object to the location of the route corridor, despite the corridor being presented in HC's adopted Core Strategy. Residents of Breinton are firmly opposed to a western bypass (as demonstrated by the 35 form submissions received) and others that also oppose the proposed western bypass would prefer it to be located in the east, close to the HEZ and other major transport links, such as the motorways. The consultation material was clear in explaining that a decision had been made about the western corridor.
- 6.2.3 Survey respondents felt that the most important factors for HC to consider when identifying possible bypass routes were:

- The likelihood of the route to reduce traffic in Hereford, and reduce congestion;
- The impact on the landscape, such as Historic Buildings;
- The impact on homes; and
- The potential for improved facilities for walkers, cyclists and bus users.

- 6.2.4 Whilst some stakeholders expressed concerns about the possible environmental impact of the bypass, several recognised the economic benefits (for employers and employees), opportunity to provide a much needed link to housing and benefits in terms of sustainable travel.
- 6.2.5 Poor bus routes and lack of walking/cycling infrastructure were common themes in respondent's answers to the HTP questions in the consultation survey. Improving public transport and walking and cycling infrastructure were seen as solutions to some of the transport problems in Hereford, as well as a Park and Ride facility. It was, however, suggested that, even with walking and cycling infrastructure improvements, a number of barriers to more sustainable modes need to be addressed including: perceived safety, the cost and regularity of buses and the inconvenience of existing infrastructure and facilities.
- 6.2.6 The town centre was a key location where respondents would like to see walking, cycling, bus and public space improvements. Several locations were also made for possible improvements outside of the city centre.

6.3 TAKING THE CONSULTATION FINDINGS FORWARD

- 6.3.1 A lessons learnt workshop was also carried out following the completion of the consultation to evaluate the phase 1 consultation approach, and identified possible opportunities and risks for future stages of consultation.
- 6.3.2 The consultation findings will be used alongside technical design and appraisal work to inform to produce several possible bypass routes, as well as walking, cycling, bus and public space improvements. These will then form part of the second phase of consultation with the public in late 2017.
- 6.3.3 Following this second phase of consultation and approval by HC, the preferred bypass route will be developed through further design, consultation and appraisal in support of a full business case to secure funding.

Appendix A

POSTER AND FLYERS DISPLAYED IN BUSINESSES

Herefordshire's Economic Vision

Shaping Hereford's Future - Get Involved

Jobs | Homes | Leisure | Tourism | Bypass | University

The Hereford Area Plan and Hereford Transport Package Consultation Exhibition

Have your say on Hereford's future



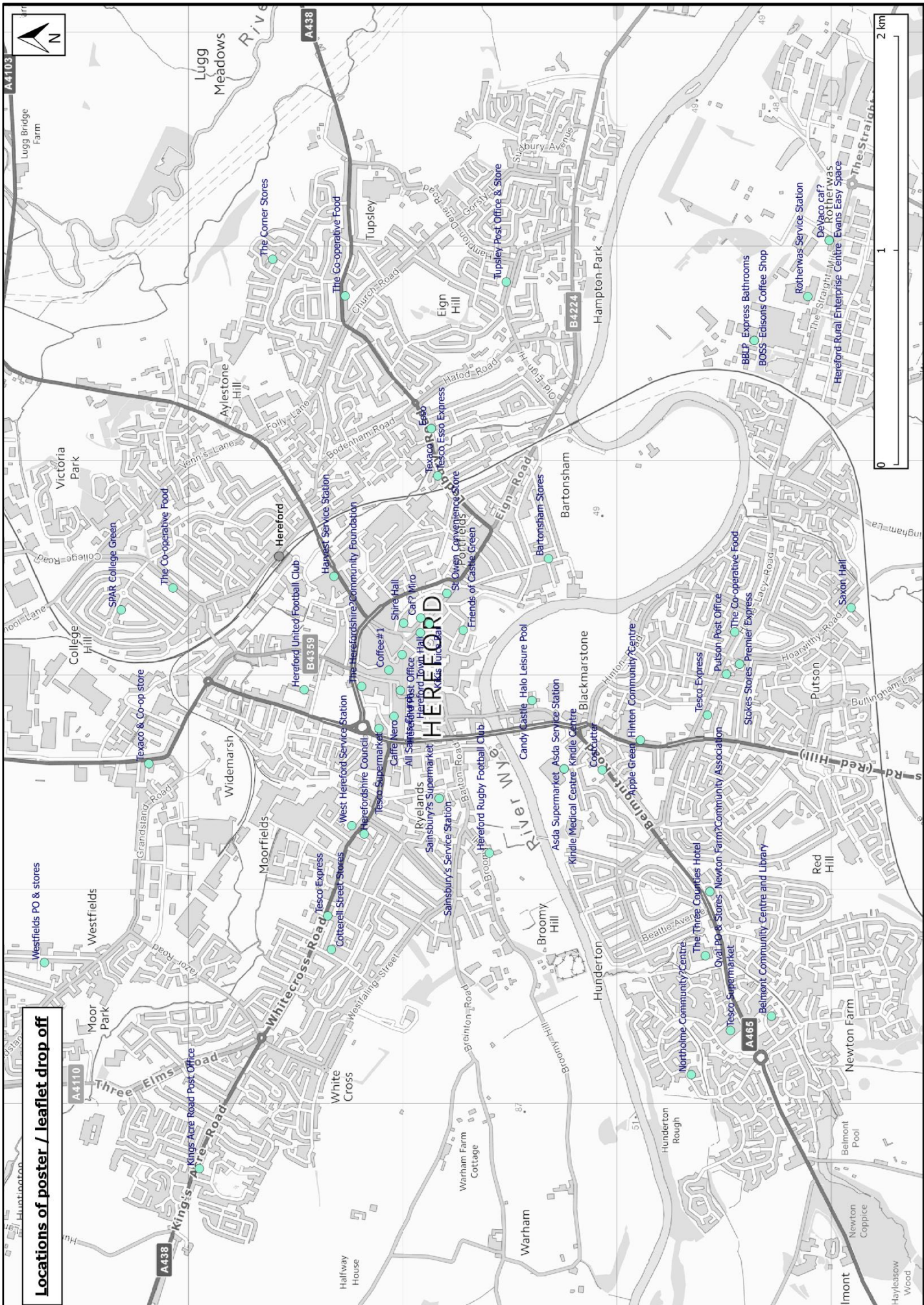
**Public Exhibitions at The Courtyard, Hereford
April 4, 5, 6 - 11am-7pm or go on-line
Herefordshire.gov.uk/HerefordConsultation**

The exhibition will be available to view from Tuesday 11 April 2017 - Friday 19 May 2017 (during normal opening hours) in the lobby at Hereford Library. The exhibition will be manned every Wednesday from 2pm-4pm until the consultation ends.

For more information contact the team on 01432 261800

Appendix B

LOCATION OF DISTRIBUTED POSTERS AND FLYERS



Locations of poster / leaflet drop off



Appendix C

PRESS RELEASE

News release

PR 053/17

15 April 2017

Don't forget to have your say

Herefordshire Council is urging residents to take part in one of the biggest consultations on Hereford City's future development delivered to date.

The Hereford Consultation has been running since April 4 and will finish on May 22, and covers topics like the Hereford Bypass, new university, tourism and leisure and housing.

Councillor Philip Price, cabinet member infrastructure said:

"I have been encouraged by the number of people attending the exhibitions and taking part in the online questionnaire; we now have over 1000 responses and this number is growing by the day.

But, we do need to get the views of as many people as possible and I urge anyone who hasn't taken part, or who has had a survey but hasn't filled it in yet to take a few minutes out of their day to let us know what they think.

The Council is committed to taking forward the Hereford Transport Package including the western bypass and want to know people's views. We want to know about any issues or constraints associated with the western bypass corridor before we consult on a number of bypass routes later on this year.

The subjects covered in the consultation affect everyone living, working and visiting Hereford City and I would like to see as many people's opinions considered when we make plans for the future."

The consultation exhibition can be viewed at Hereford Library during normal opening hours and is staffed on a Wednesday afternoon from 2-4pm up until Monday 22 May.

The exhibition panels, information and a link to the consultation questionnaire can be found at www.herefordshire.gov.uk/herfordconsultation

Ends

Michelle Morgan (communications officer) 01432 383404

 : <http://www.facebook.com/hfdscouncil>
 : <http://twitter.com/HfdsCouncil>
 : <http://www.flickr.com/photos/hfdscouncil/>

[Don't forget to sign up for council news and email alerts](#)

Appendix D

HTP EXHIBITION PANELS

Welcome to the public consultation exhibition for the Hereford Transport Package.

This is a key project as set out in the Local Transport Plan.

What is the Hereford Transport Package (HTP)?

The Hereford Transport Package includes the Hereford Bypass and a package of other measures as set out below:

A Hereford bypass

A new road to the west of the city. The exact route has not been determined but would include a new river crossing.

The bypass would support the delivery of 6,500 homes and 6,000 jobs, a new university and expansion of the Hereford Enterprise Zone at Rotherwas.

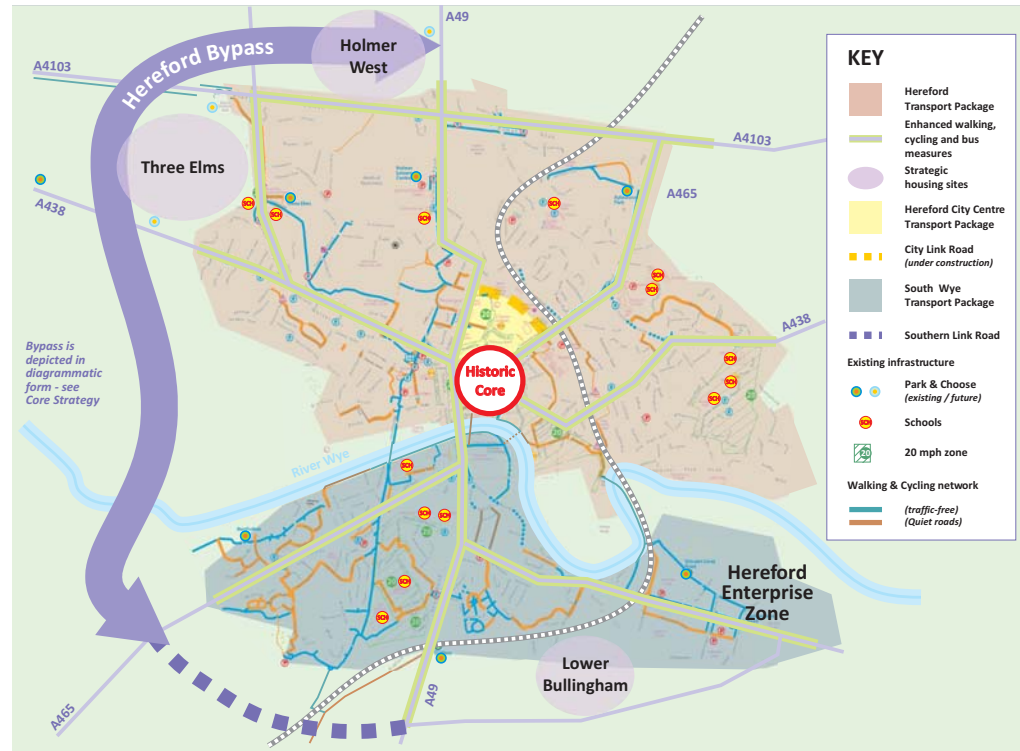
Walking, cycling and bus improvements

Improvements in Hereford to increase walking, cycling and bus use for short distance journeys.

More attractive and healthier public spaces.

The HTP will help us deliver transport conditions to support a healthy and prosperous city by:

- Enabling new jobs and homes
- Supporting the economy of the city centre
- Promoting healthy lifestyles
- Reducing pollution



**Why are we consulting?
To help us design the
HTP, we would like your
thoughts on:**

The current transport problems in Hereford

What we should do to solve these problems, particularly:

- The types of walking, cycling, bus and public space improvements you'd like to see and where you think these are needed.
- The issues we need to consider when identifying possible bypass routes to the west of the city. This will include homes, businesses, buildings and wildlife habitats.

There are a number of reasons why we need the Hereford Transport Package.

Delays for long-distance journeys

- Heavy congestion and unreliable journey times arising from low speeds
- A single river crossing struggling to cope with current traffic levels
- Extensive queuing on the network
- High numbers of short distance car journeys
- Large numbers of heavy goods vehicles using the key roads

Barriers to growth

- Difficulty in attracting new businesses and jobs
- Difficulty in retaining existing businesses
- Unable to build new homes
- Discouraging young people leaving the area

Poor local and regional connections

- Long distance freight travelling through the city
- Limitation to growth of Hereford Enterprise Zone at Rotherwas
- Poor connections to Wales and the Midlands
- Economic impact of unreliable journey times

Health and the environment

- Poor air quality and emissions due to high levels of congestion and heavy goods vehicles
- Barriers to safe walking, cycling and bus use
- Traffic noise and vibration from heavy goods vehicles
- Busy roads are difficult to cross
- Damage to our historic environment
- Increasing levels of obesity due to unhealthy travel habits such as short distance car use

Safety

- Accidents and breakdowns
- Busy roads are difficult to cross
- Traffic and congestion is intimidating to walkers and cyclists



The HTP will enable:

- Congestion to be reduced and journey times to be improved
- Improvements in local and regional connections
- Improvements in health and the environment
- Improvements in safety and reductions in operational costs
- Local growth



Reducing congestion and improving journey times by:

- Providing an additional river crossing
- Reducing congestion on the A49 and other key roads in the city
- Encouraging walking, cycling and bus use for shorter journeys

Improving local and regional connections by:

- Allowing traffic to bypass Hereford and improve connections to Wales and the Midlands – particularly for heavy goods vehicles
- Improving access to the Hereford Enterprise Zone at Rotherwas
- Bringing wider economic benefits for businesses and employment through better and more reliable journey times



Improving health and the environment by:

- Improving walking, cycling, bus and public space infrastructure
- Improving air quality and emissions in the city by reducing congestion and the number of heavy goods vehicles
- Encouraging more walking, cycling and bus use, improving health and reducing impact on the environment

Improving safety and reducing operational costs by:

- Improvements to road safety on the city network
- Reducing maintenance costs of the A49
- Decreasing operational costs to businesses due to improved journey times and efficiency

Enabling local growth by:

- Helping deliver 6,500 new homes and 6,000 new jobs in Hereford
- Allowing the expansion of the Hereford Enterprise Zone at Rotherwas

A new road to the west of the city including a new river crossing.

What have we done so far?

We have undertaken a number of studies which identified the *Core Strategy* bypass corridor. We are progressing the appraisal of route options within this corridor.

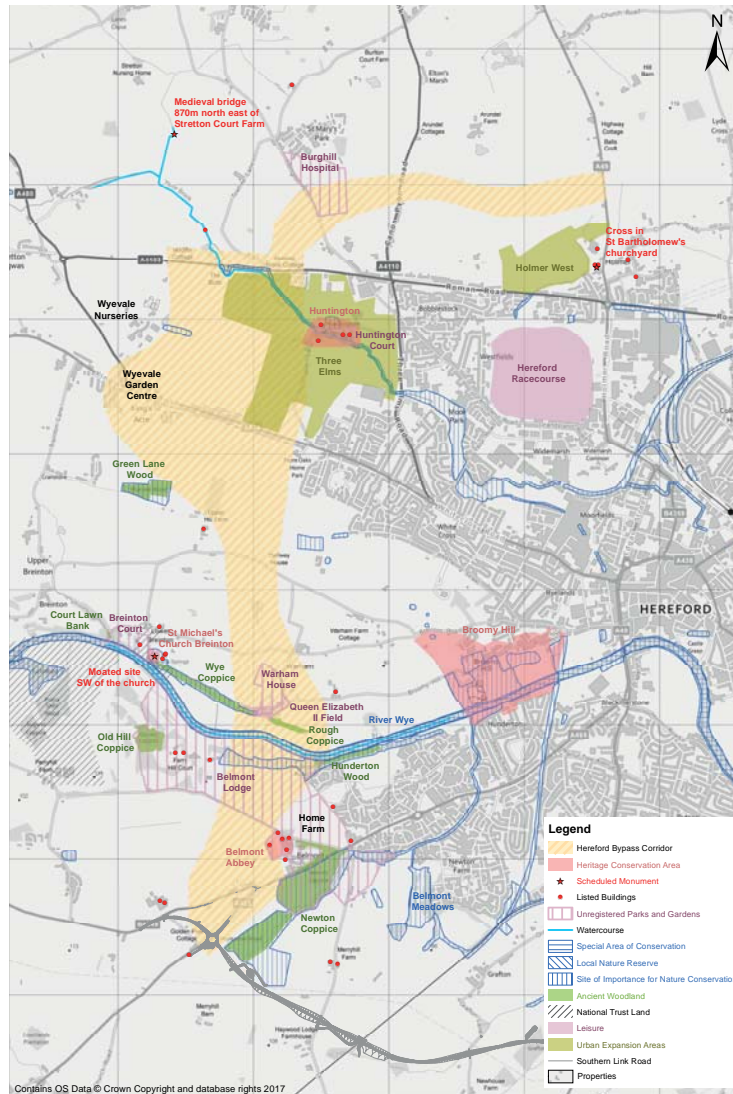
We have carried out investigations of a number of issues and identified constraints within the corridor to help establish possible bypass routes including:

- Mapping existing homes and businesses
- Undertaking initial engineering studies
- Surveying traffic, bus, rail, pedestrian and cycle movements
- Carrying out household and school travel surveys

We have also identified:

- Wildlife habitats
- Buildings/areas of historical importance
- Public rights of way
- Major parks and conservation areas

The plan opposite shows some of these issues.



What happens next?

Over the next two years we will be undertaking further technical work to assess possible bypass routes. These will include (but not be limited to):

- Surveying residential and business locations
- Traffic modelling and forecasting
- Building surveys (including historical)
- Topographical surveys
- Ecological surveys
- Archaeological assessments
- Environmental assessments
- Further consultations with the public and key stakeholders

This work will enable us to select possible bypass route options for further investigation.



Please help us identify any further issues

A bypass alone would not deliver all of the HTP objectives. As well as developing a bypass, we will identify a package of walking, cycling, bus and public space improvements.

Here are examples of possible improvements:

- Safer and better cycling routes (such as new dedicated cycle lanes, cycle friendly junctions, reduced speed limits and traffic-free routes)
- Safer and better walking routes (such as wider footways, improved pedestrian crossing facilities, reduced speed limits and traffic-free routes)
- A more attractive urban environment (such as boulevard-style streets, shared space and the planting of trees to create green corridors)
- Junction treatments (for example improved shared space and raised tables to slow traffic)
- Improvements to bus stops, bus services and facilities (such as real time information displays, shelters and seating)



Please help us identify any further suggested improvements

Several stages of consultation will be undertaken as the Hereford Transport Package progresses.

Your feedback is very important to us

Attend our exhibition at the Courtyard from Tuesday 4 April – Thursday 6 April, between 11am-7pm.

The exhibition will be available to view from Tuesday 11 April – Friday 19 May (during opening hours) in the lobby at Hereford Library. The exhibition will be manned every Wednesday from 2pm-4pm until the consultation ends.

You can let us have your views in a number of ways:



Fill in the consultation survey today or online at www.herefordshire.gov.uk/HerefordConsultation

If you would like a hard copy of the survey to be sent to you please contact us via the following:



Email us at: HerefordConsultation@balfourbeatty.com



Write to us at: **Hereford Consultation, Balfour Beatty Living Places, Unit 3, Thorn Business Park, Rotherwas, Hereford, HR2 6JT**



Call us on: **01432 261800**


The deadline for feedback is **Monday 22 May 2017**

Further information



www.herefordshire.gov.uk/HerefordConsultation

Hereford Transport Package timeline

- 1 **2016:** Undertook engineering, environmental research, identified issues and started traffic surveys.
- 2 **Early 2017:** Phase 1 Public Consultation to introduce the Hereford Transport Package and get public feedback.  **We are here**
- 3 **2017-2018:** Engineering, environmental surveys, further traffic surveys, development and assessment of bypass routes. Identify and assess walking, cycling, bus and public space improvements.
- 4 **Late 2017:** Phase 2 Public Consultation to present the possible bypass routes and walking, cycling, bus and public space improvements.
- 5 **2018:** Further technical survey and design work. Preferred bypass route development and assessment. Development and assessment of walking, cycling, bus and public space improvements
- 6 **Mid 2018:** Phase 3 Public Consultation to present the proposed bypass route and walking, cycling, bus and public space improvements.
- 7 **Late 2018:** Preferred bypass route confirmed.
- 8 **2019:** Prepare and submit planning application for bypass and walking, cycling, bus and public space improvements.
- 9 **2019:** Approvals given and construction commences.
- 10 **From 2022:** Phased opening.

Appendix E

CONSULTATION QUESTIONNAIRES

We invite you to complete this questionnaire to give us your views about the Hereford Area Plan (HAP) and Hereford Transport Package (HTP). Your comments will be treated confidentially.

The consultation exhibition materials provide information on the HAP and HTP. These are available to view at The Courtyard between Tuesday 4 April and Thursday 6 April 2017, and at Hereford Library between Tuesday 11 April and Friday 19 May 2017. Consultation information is also available online at www.herefordshire.gov.uk/HerefordConsultation. An online version of the questionnaire is available on this webpage.

The questionnaire has three main sections: HAP, HTP and the consultation in general. You are welcome to only answer questions on the topics which are of interest to you if you would prefer.

Post Code*: ____ / ____

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

The Hereford Area Plan

Please complete this section of the questionnaire to provide feedback on the Hereford Area Plan. The associated Issues and Options Paper will help you to respond to the questions.

Housing

Question 1: Can greater use be made of land that has been previously developed (Brownfield land) for new housing?

- a) Yes
- b) No

a)	
b)	

If yes, how?

Question 2: Should planning policies be developed to help meet the needs of specific groups of the population, for example older people?

- a) Yes
- b) No

a)	
b)	

Question 3: Should the plan provide advice upon an appropriate density of housing development in different parts of the city?

- a) Yes
- b) No

a)	
b)	

Question 4: Do you agree that the HAP should only identify housing sites for a minimum of 10 or more dwellings?

- a) Yes
- b) No

a)	
b)	

If no, please explain

Question 5: Should there be a boundary drawn to show where new development can happen and where it should be limited to protect the countryside?

- a) Yes
- b) No

a)	
b)	

If yes, what are the most important factors to help define it?

Question 6: Should the HAP include additional policies for affordable housing in addition to those in the Core Strategy?

- a) Yes
- b) No

a)	
b)	

If yes, should the plan be specific on types and tenures of affordable homes required?

- c) Yes
- d) No

c)	
d)	

Question 7: Should the plan contain guidance around Houses in Multiple Occupation (HMO)?

- a) Yes
- b) No

a)	
b)	

If yes, what are the main factors that should be considered?

Question 8: Should the HAP include a policy to encourage self and custom built homes?

- a) Yes
- b) No

a)	
b)	

If yes, what issues should it include?

Question 9: Should guidelines be given within the plan to support methods of high quality design?

- a) Yes
- b) No

a)	
b)	

If yes, are there any particular issues that should be covered?

Social and Community Facilities and Open Spaces

Question 10: Should there be policies to address how developers can contribute towards community facilities?

- a) Yes
- b) No

a)	
b)	

Question 11: Are there improvements that need to be made to existing community facilities?

- a) Yes
- b) No

a)	
b)	

If yes, where?

Question 12: What factors should be taken into account when protecting areas of open space?

Question 13: Are there under-utilised parks, playgrounds or areas of open space that could be put to a different open space use, for example allotments or community gardens?

- a) Yes
- b) No

a)	
b)	

If yes, what and where?

Question 14: Do you think there is a need for more allotment provision, for example as part of new housing developments or on existing open spaces?

- a) Yes
- b) No

a)	
b)	

If yes, where?

Question 15: Do you think the correct issues have been identified relating to sport, community facilities and open space in this document?

- a) Yes
- b) No

a)	
b)	

If no, please explain

Movement (see also associated [Hereford Transport Package questions 46 – 52](#))

Question 16: How can access to the railway station be improved?

Question 17: Could the current city car parks be used more effectively or improved?

- a) Yes
- b) No

a)	
b)	

If yes, how?

Question 18: Is there a need for more car parking to be identified?

- a) Yes
- b) No

a)	
b)	

If yes, what form should it take?

- a) Multi-storey provision
- b) Park and choose provision
- c) Other

a)	
b)	
c)	

Question 19: Would it be appropriate to develop a policy requirement for proposals for larger developments to provide a Travel Plan as part of a planning application?

- a) Yes
- b) No

a)	
b)	

Question 20: Can you suggest better ways to manage freight transportation throughout the city?

Jobs

Question 21: Should the HAP identify more land for new employment development?

- a) Yes
- b) No

a)	
b)	

If yes, what type of development eg. offices, manufacturing?

Question 22: Should the HAP aim to broaden the local economy by supporting a wider range of employment types?

- a) Yes
- b) No

a)	
b)	

If yes, what types would you suggest?

Question 23: Should the HAP allow for a broader range of activities on existing employment sites of poorer quality?

- a) Yes
- b) No

a)	
b)	

If yes, what would be considered an appropriate alternative use? Eg Sport and leisure facilities.

City centre and retail

Question 24: Should the HAP identify land for further new retail development?

- a) Yes
- b) No

a)	
b)	

Question 25: Should the HAP define the key shopping streets and keep them mainly for retail uses?

- a) Yes
- b) No

a)	
b)	

Question 26: Should the HAP allow for different uses where suitable in underutilised areas of the city centre?

- a) Yes
- b) No

a)	
b)	

Question 27: Should the HAP offer additional policy to encourage use of the upper floors in the town centre for residential use?

- a) Yes
- b) No

a)	
b)	

Question 28: Is additional policy required for retail development proposals outside the city centre?

- a) Yes
- b) No

a)	
b)	

University

Question 29: Which parts of the city could best accommodate university buildings and facilities either through conversion of existing building or new buildings?

Question 30: What opportunities are there for university facilities to be shared with the public and/or the wider community e.g. shared conference facilities?

Question 31: Do you think there is potential for the new university to share facilities with the existing colleges to expand on existing partnership between educational institutions?

- a) Yes
- b) No

a)	
b)	

If yes, please explain

Leisure and Tourism

Question 32: Should additional hotel and/or conference facilities be provided in Hereford?

- a) Yes
- b) No

a)	
b)	

If yes, where?

Question 33: Could better use be made of the River Wye as a tourist attraction and for leisure activities whilst protecting its special qualities?

- a) Yes
- b) No

a)	
b)	

If yes, how?

Question 34: Is there a need for any additional policy relating to the restoration of the Canal?

- a) Yes
- b) No

a)	
b)	

If yes, what issues should be covered by that policy?

Question 35: Are there any opportunities to provide new or expanded leisure facilities that should be considered or identified by the HAP?

- a) Yes
- b) No

a)	
b)	

If yes, what?

Natural Environment

Question 36: Are there ways the green infrastructure could be improved? Please refer to Section 15 of the HAP Issues and Options Paper.

- a) Yes
- b) No

a)	
b)	

If yes, how?

Question 37: Are there any areas that require better connectivity of wildlife corridors?

- a) Yes
- b) No

a)	
b)	

If yes, where?

Question 38: Should the HAP include additional policies to protect the landscape and environmental qualities of the city?

- a) Yes
- b) No

a)	
b)	

If yes, what issues should these policies include?

Question 39: Can we achieve greater access to and use of the river whilst respecting its special qualities?

- a) Yes
- b) No

a)	
b)	

If yes, how?

Question 40: Should the HAP include a policy that relates to how land use affects pollution?

- a) Yes
- b) No

a)	
b)	

If so, what issues should the policy cover?

Question 41: Should the HAP address the issue of climate change?

- a) Yes
- b) No

a)	
b)	

Built Environment

Question 42: Do you think more specific and detailed policies for the historic environment and heritage assets in addition to those included in the Core Strategy are required in the HAP?

- a) Yes
- b) No

a)	
b)	

If yes, please explain

Question 43: Do you think that specific policies are required to achieve high quality design in locations where planning proposals could impact upon heritage assets?

- a) Yes
- b) No

a)	
b)	

Question 44: Should the plan include guidelines to be used when existing conservation areas are being reviewed or new ones designated?

- a) Yes
- b) No

a)	
b)	

Question 45: Are there additional issues or options which the HAP could look to address or do you have any other comments upon the contents of the document?

Please go to question 53 if you do not wish to give feedback on the Hereford Transport Package

The Hereford Transport Package

Please complete this section of the questionnaire to provide feedback on the Hereford Transport Package. Your feedback will contribute to the development of possible bypass routes, and walking, cycling, bus and public space improvements within Hereford.

Question 46: Do traffic conditions in Hereford need to be improved?

- a) Yes
- b) No

a)	
b)	

Question 47: What do you think are the current transport problems in Hereford?

Please rank your top five responses, where 1 is the biggest problem.

- a) Traffic congestion
- b) Long delays at signal junctions
- c) Lack of pedestrian crossings
- d) Poor access to public transport
- e) Poor cycling/walking infrastructure
- f) Difficulty crossing busy roads
- g) Traffic noise
- h) Poor air quality
- i) Vehicle emissions
- j) Poor public transport links to rural areas
- k) Volume of heavy goods vehicles
- l) Dependency on car use
- m) Other. Please specify below.

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

Question 48: Most short distance journeys in Hereford are made by car. What do you think puts some people off walking, cycling or using the bus for short trips?

The Hereford Transport Package will help us deliver a healthy and prosperous city by enabling new jobs and homes, improving existing journeys and promoting healthy lifestyles and less polluting types of transport.

The two main components of the package are:

- A new road to the west of the city. The exact route has not been determined but would include a new river crossing and junctions.
- Improvements in Hereford to increase walking, cycling and bus use for short distance journeys, and more attractive and healthier public spaces.

The proposed Hereford Bypass

Question 49: We are in the early stages of identifying possible bypass routes. How important do you think the following factors are in choosing the bypass route?

On a scale of 1 to 5 (1 being very important and 5 being not important at all), how important do you think the following factors are in choosing the bypass route?

<u>Factors to consider</u>	Level of importance (please circle)				
a) Impact on homes	1	2	3	4	5
b) Impact on businesses	1	2	3	4	5
c) Impact on landscape (e.g. historic buildings)	1	2	3	4	5
d) Reducing traffic in Hereford	1	2	3	4	5
e) Less congestion in Hereford	1	2	3	4	5
f) Access for tourism	1	2	3	4	5
g) Improved facilities for walkers, cyclists, bus users	1	2	3	4	5
h) Improved access to jobs and education	1	2	3	4	5
i) Are there other constraints within the Core Strategy bypass corridor we need to be aware of? Please specify below.	1	2	3	4	5

The proposed walking, cycling, bus and public space improvements

Question 50: Which of the following improvements do you think are your priorities?

On a scale of 1 to 5 (1 being very important and 5 being not important at all), how important are the following factors to you?

	Level of importance (please circle)				
a) Safer and better walking routes (for example, the provision of wider footways, improved pedestrian crossing facilities, reduced speed limits and traffic-free routes)	1	2	3	4	5
b) Safer and better cycling routes (for example, the creation of dedicated cycle lanes, cycle friendly junctions, reduced speed limits and traffic-free routes)	1	2	3	4	5
c) More reliable and quicker bus journeys (for example, bus priority on key routes into and out of the city)	1	2	3	4	5
d) More attractive public space (for example, boulevard-style streets, shared space and the planting of trees to create green corridors)	1	2	3	4	5
e) More reliable and quicker journeys by car (for example more traffic lanes and measures that prioritise cars)	1	2	3	4	5

Question 51: Are there any locations where you think walking, cycling, bus and public space improvements would be beneficial? Please write up to three locations, problems and your suggested solutions.

Location	What is the problem?	How can we solve the problem?

Question 52: Are there any other options we need to consider to help manage Hereford's transport problems?

The consultation

Question 53: Would you like to be added to the HAP and/or HTP contact databases to be kept up to date about the project as it progresses?

- a) Yes, both the HAP and HTP databases
- b) Yes, just the HAP database
- c) Yes, just the HTP database
- d) No

a)	
b)	
c)	
d)	

If yes, please provide your contact details below.

Name _____

Email _____

Phone number _____

Question 54: How did you hear about the consultation? Please tick all that apply.

- a) Received a letter or email
- b) Poster
- c) Sunshine Radio
- d) Hereford Times newspaper
- e) Hereford Times online
- f) Council's website
- g) Facebook
- h) Twitter
- i) Word of mouth
- j) Other, please specify

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

Question 55: Did you attend a public exhibition?

- a) Yes
- b) No (Go to question 58)

a)	
b)	

Question 56

- a) Did you receive sufficient notification about the public exhibition?
- b) Did the exhibition meet your expectations?
- c) Was the information displayed sufficient to answer any questions you had?
- d) Was the venue suitable?
- e) Were the opening hours sufficiently long?
- f) Were the staff sufficiently informed to answer your questions?

	Yes	No
a)		
b)		
c)		
d)		
e)		
f)		

Question 57: Do you have any suggestions about how we might improve future exhibitions?

About you (optional)

All personal data will be treated in line with our obligations under the *Data Protection Act, 1998*. This means your personal data will not be shared.

The information collected will help us identify the types of community members that we have and haven't heard from, so we can seek feedback that is broadly representative of the Hereford community.

Question 58: Are you a member of a local business or organisation? (Please tick one box)

a) Yes, please specify

b) No

c) Prefer not to say

a)	
b)	
c)	

Question 59: Which age group do you belong? (Please tick one box)

a) 0-15

b) 16-24

c) 25-34

d) 35-44

e) 45-54

f) 55-64

g) 65-74

h) 75-84

i) 85+

j) Prefer not to say

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

Question 60: What is your gender? (Please tick one box)

a) Male

b) Female

c) Other

d) Prefer not to say

a)	
b)	
c)	
d)	

Question 61: Do you consider yourself to have a disability?

a) Yes

b) No

c) Prefer not to say

a)	
b)	
c)	

Access to Information

Herefordshire Council and its consultants will use the questionnaires to shape the Hereford Area Plan and Hereford Transport Package. The data collected will not be used for any other purpose and the questionnaire will be disposed of securely after they have served this purpose.

Herefordshire Council is subject to the Freedom of Information Act, 2000, (FoI) and Environmental Information Regulations (EIRs) which means that questionnaires may be released in response to a request for information. However, all personal data will be treated in line with our obligations under the Data Protection Act, 1998. This means your personal data will not be shared.

Alternative formats of this questionnaire are available upon request by emailing herefordconsultation@balfourbeatty.com or by writing to us at

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

Please return this questionnaire and feedback by MONDAY 22 MAY 2017

THANK YOU FOR TAKING THE TIME TO COMPLETE THIS QUESTIONNAIRE

Appendix F

BREINTON PARISH TEMPLATES

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

May 2017

Dear Sir/Madam

Consultation Ref Hereford Transport Plan 2017

The Hereford Transport Plan consultation is premature. The Hereford transport package only applies to the North of the City. There is no information about the full South Wye Transport Package and how this would coordinate with the Hereford Transport Plan and reduce congestion in Hereford.

For a transport plan the Council have also failed to provide details of:-

1. A freight strategy for the County. How can the Council claim a "bypass" would "remove the need for many heavy goods vehicles to travel through the City" when they don't know where freight is travelling?
2. A Waste and Minerals Plan for the County. This would identify how HGV movements involving waste and minerals would impact on the road network or could be moved to rail. This is relevant now that waste is being sent by Herefordshire to the Hartlebury incinerator in Worcestershire which is on the East side of the County.
3. Any evidence as to why Hereford needs a Bypass, particularly one to the West of Hereford. Since 2000, HGV traffic crossing Greyfriars Bridge in Hereford has declined steadily from 2,173 to 1,549 vehicles a day, a drop of over 28% (Dept for Transport AADF Stats 2000-2016)
4. The freight rail head at Moreton-on-Lugg has done more to move thousands of HGVs from City roads onto rail and yet no reference is made in the Hereford Transport Package about freight to rail.

FREEPOST: RTHL-BBZH-JATH

(Hereford Consultation)

Balfour Beatty Living Places
Unit 3, Thorn Business Park,

Rotherwas
HEREFORD,

HR2 6JT

May 2017

Dear Sir/Madam

Consultation Ref Hereford Area Plan / Hereford Transport Plan 2017

The proposed Bypass will destroy open countryside and high grade arable farm land.

The proposed bridge over the River Wye will have to be a wide span and high level bridge, intruding on the historic landscapes between Belmont and Breinton.

Building such a high level bridge crossing will be visible for miles around and will cause air and noise pollution to drift across the whole City.

When there is so little money available it would be better for the Council to support tourism and agricultural production by promoting sustainable transport policies prior to any road building. Herefordshire's principle asset is its unspoilt countryside and once lost, it is gone forever.

FREEPOST: RTHL-BBZH-JATH

(Hereford Consultation)
Balfour Beatty Living Places
Unit 3, Thorn Business Park,
Rotherwas
HEREFORD
HR2 6JT

Dear Sir/Madam,

May 2017

Consultation Ref Hereford Transport Plan 2017

What evidence is there to support that £132Million spent on a Bypass to the West of Hereford will improve transport choice and reduce short car journeys?

The Council's cost ignores the cost of demolishing at least 4 homes, blighting 166 along Kings Acre, and delaying development of new homes around the City.

The Hereford Area Plan and Transport Plan are an opportunity for the Council to provide a comprehensive sustainable transport network and improve travel choice for everyone in and around Hereford. The Bypass will not connect new homes with the majority of services in Hereford City such as shopping, health, higher education and jobs. The current proposals for a Bypass destroy what is so attractive about our City and will do nothing to support the 20% of adults who have no access to a car.

FREEPOST: RTHL-BBZH-JATH

(Hereford Consultation)

Balfour Beatty Living Places

Unit 3, Thorn Business Park,

Rotherwas
HEREFORD
HR2 6JT

May 2017

Dear Sir/Madam

Consultation Ref Hereford Transport Plan 2017

The proposed bypass will fail to address congestion through Hereford as only 17% of traffic entering Hereford is through traffic, the remaining 83% is destined for Hereford itself. Many short trips start and finish within the City.

The Hereford Transport Package gives no information about what has been done to reduce congestion for traffic into Hereford by sustainable measures and whether or not these have been successful. The Destination Hereford Funding of £4.97Million reduced car trips by over 4% from 2011 to 2015 by encouraging active travel and providing supporting infrastructure. More of this could be done and would be much better value for money.

There is no information about the sustainable transport proposals for the South Wye area and how these could become part of a comprehensive City wide network to reduce car trips within Hereford. Developing Safe Routes to school and school bus passes with extra benefits/lower cost would help reduce the impact of the school run which can increase traffic by 52% at peak times in Hereford.

The predicted cost of this road (£132 million) should be better spent on sustainable transport measures in Hereford. In accordance with Dept for Transport road building guidelines, only when sustainable transport measures have failed should Herefordshire Council consider building new roads.

REASONS TO CHALLENGE THE HEREFORD TRANSPORT PLAN HTP IS PREMATURE AND DISCONNECTED TO OTHER PLANS

1. The Hereford Transport Package only applies to the north of the City. There is no information about the South Wye Transport Package and how this would coordinate with the Hereford Transport Plan and reduce congestion in Hereford.
2. There is no freight strategy for the County so it is unclear how the Council can claim the “bypass” would “*remove the need for many heavy goods vehicles to travel through the City*”.
3. There is no Waste and Minerals Plan for the County. This plan would identify how movements of waste and minerals, by HGVs, would impact on the road network, especially now waste is being sent to the Hartlebury incinerator in Worcestershire.
4. There is no reference to supporting evidence to explain the transport proposals, in particular why Hereford needs a Bypass, particularly one to the West of Hereford.
5. Since 2000 HGV traffic crossing Greyfriars Bridge in Hereford has declined steadily from 2,173 to 1,549 vehicles a day, a drop of over 28% (Dept for Transport AADF Stats 2000-2016) . Why is a Bypass required?
6. The freight rail head at Moreton-on-Lugg has done more to move HGVs from City roads than any new road building, and yet no reference is made in the Hereford Transport Package about freight to rail.
7. With Herefordshire Council having insufficient money to maintain our existing road surfaces how can they promote a new road for £167Million (£132Million Bypass + £35Million Southern Link Road) attracting HGVs from the motorway network? HGVs are up to 160,000 times more damaging to road surfaces than the average car. Attracting extra lorries to our local roads will cause them to deteriorate faster, when they are already in a bad condition.

REASONS TO CHALLENGE THE HEREFORD TRANSPORT PLAN

ENVIRONMENT AND LANDSCAPE

1. Natural England letter to Herefordshire Council Nov 2011.
“The Council is aware that Natural England does not support the relief road proposal. We maintain our view that transport investment should focus on managing demand and prioritising environmentally sustainable, low carbon modes and technologies.”
2. A river crossing at Warham in Breinton would destroy the historic landscapes painted by the Herefordshire artist Brian Hatton and the setting of the Breinton Springs scheduled monument. These landscapes have remained unchanged for hundreds of years.
3. The proposed Bypass will destroy open countryside and high grade agricultural land, severing quiet lanes and the tourist cycle route that passes through historic orchards.
4. Breinton was identified by the Victorians as the “Green lung” of Hereford as prevailing winds bring fresh air across the City. Building a high level bridge in Breinton will allow pollution (air pollution, light pollution from headlights, noise) from extra cars and lorries to spread across the whole City.
5. Any accident on this bridge would pose a pollution risk to the City water intake just a short distance below the proposed River crossing.
6. Building the Bypass to the West of Hereford through the Three Elms area poses a risk to an important geological Water Protection Zone which is the main source of water for the 2 largest employers in Hereford, Cargill and Heineken. Pollution risks over 3,000 jobs and also the jobs of their local suppliers.

REASONS TO CHALLENGE THE HEREFORD TRANSPORT PLAN

VALUE FOR MONEY OR WASTE OF OUR MONEY ?

1. What evidence is there to show that £132 Million spent on a Bypass will improve transport choice and reduce the high level of short car trips in Hereford?
2. CPRE March 2017 have demonstrated that road building schemes never deliver the net economic benefits they promise. New road projects underestimate the economic value of the environment and the landscape. The bypass has not been shown to deliver better value to the taxpayer than alternatives to road building.
3. Herefordshire Council's Local Transport Plan consultation 2015 - local people gave priority to "improving access to services for those living in rural areas – by improving the resilience of our road network and by working closely with all transport operators to deliver a range of transport options **particularly for those without a car.**" (Responses were 40.61% 1st choice). The Council does not appear to be following the people's choice, but the lowest ranked choice of building new roads, which is the most expensive and least effective way to tackle urban congestion.
4. Road building discriminates against 17-20 year olds as 60% of these young people do not have a licence to drive. Overall 20% of adults in the UK do not have access to a car.

REASONS TO CHALLENGE THE HEREFORD TRANSPORT PLAN

SUSTAINABLE TRANSPORT ALTERNATIVES

1. Herefordshire Council's "Destination Hereford" application 2011 states "**Short trips. The 2001 Census records 67% of Hereford residents travel less than 5km to work. This is well above the national average with 56% of journeys to work are made by car we have a fantastic opportunity to deliver much greater modal shift**". Numerous reports have shown that building roads increases the number of car journeys.
2. Providing infrastructure for Safe Routes to School could cut congestion connected with the school run by up to 52% at peak times on roads in Hereford. (Data from Destination Hereford application 2011).
3. £4.97 million was spent through the Destination Hereford project from 2011 to 2015. The result was that:-
 - i. active travel (cycling and walking) trips increased from a 22% mode share in 2012 to a 27% mode share in 2015
 - ii. Car trips undertaken across journeys for all purposes have decreased from a 66% mode share in 2012 to 62% in 2015.
4. The Department for Transport Nov 2014 Report "Claiming the Health Dividend" concluded the benefits of walking and cycling were higher than the benefits from building new roads, were quicker to implement, and the work was more likely to be contracted to local based companies.
5. Higher levels of walking and cycling are shown to support local shops, improve communities, reduce crime, improve health and well-being and deliver better value for money than road building schemes.
6. Highways Agency Letter re the Southern Link Road (7th Aug 2014) "**the building of new road infrastructure could only be justified in policy terms when other avenues such as travel planning and sustainable travel modes had been developed and shown not to address the transport needs and issues identified.**"

Appendix G

SUMMARY OF WRITTEN SUBMISSIONS

Group / Stakeholder	HTP	HAP
Church Commissioners for England	CCE fundamentally supports the provision on the bypass to the west of Hereford City as part of the HTP, especially welcoming the delivery of the central section of the bypass between the A465 and A438, incorporating the critical second river crossing by 2022. Where possible the timescales for establishing the preferred route should be expedited. Timescale of completion of the bypass could potentially delay the delivery of housing	CCE supports the aim of the Hereford Area Plan (HAP) to allow for a range of opportunities for the provision of different types of housing to offer choice and meet local needs in a variety of locations. CCE fundamentally supports the provision on the bypass to the west of Hereford City as part of the HTP
Dean Lewis Estates	No comments on the HTP	Response in relation to the HAP. They endorse the councils proactive approach to housing delivery and that the council should allocate all land necessary to meet the residual housing target. Dean Estates also responded to Q1-6 of the HAP (housing)
Hereford BID	No comments on the HTP	They have not consulted fully with members as they feel it would be more appropriate once specific proposals are available for members to provide comments on.
Hereford Civic Society	Would like to see shared space design and 20mph throughout the city.	Provided a written response the consultation questionnaire. They consider the initial consultation document to be quite confusing , as well as confusion over the role of the council
Hereford Sustainable Transport Group	Agree with Council's stated objectives, however believe that the 'road centric' approach is financially and environmentally costly and would like their listed sustainable initiatives to be fully explored before further entertaining road building proposals. Their 'sustainable approach' sets out achievable measures that should be worked upon now, not in the shadow of a bypass.	Agree with Council's stated objectives, however believe that the 'road centric' approach is financially and environmentally costly and would like their listed sustainable initiatives to be fully explored before further entertaining road building proposals
Historic England	Their main comments relate to the proposed Hereford Bypass and the need for the historic environment to be fully considered in any proposal or route selection. Historic England would like to be fully engaged in the process and to comment on the route selection methodology and routes proposed at the earliest stage. They would welcome a meeting to discuss the proposed bypass and the Area Plan. They support the principles of a better urban environment and promoting walking and cycling and request that any proposals are sensitive to the historic environment or Hereford and are in keeping with local plan policies and the NPPF	Their main comments relate to the proposed Hereford Bypass and the need for the historic environment to be fully considered in any proposal or route selection. Historic England would like to be fully engaged in the process and to comment on the route selection methodology and routes proposed at the earliest stage. They would welcome a meeting to discuss the proposed bypass and the Area Plan. They support the principles of a better urban environment and request that any proposals are sensitive to the historic environment or Hereford and are in keeping with local plan policies and the NPPF
Network Rail	No comments on the HTP	Would welcome the opportunity to meet with the council to discuss the potential access for rail freight to be increased. They believe the HAP should set a strategic context requiring developer contributions to fund rail improvements
Natural England	The Bypass will have an impact on the environment and will need to be carefully considered and planned to minimise the impacts and mitigate for them. It is also an opportunity to improve green infrastructure, connectivity to fragmented habitats and wildlife corridors and water quality. The proposal should seek to ensure improvements and net gains in line with section 109 of the National Planning Policy Framework. Natural England welcomes engagement at an early stage to ensure the best environmental outcomes.	Reponse gives advice on some of the HTP and HAP questions from the consultation questionnaire. Gave advice to the council when preparing the plans on matters such as habitats, ecological networks, soils, air pollution, water quality and flood risk management
Powys Council	Support for the proposed bypass and would welcome the wider economic benefits and opportunities the project would bring.	Support for the proposed bypass
Savills on behalf of Golf Inns	Savills chose to respond on the HTP with the consultation questionnaire. Their responses have been incorporated into the overall survey analysis, but key comments are the route needs to be developed to provide sufficient access junctions onto the bypass, for future development to the west of Hereford and existing development. They consider that new development opportunities could assist in the delivery of the bypass	As part of the Hereford Area Plan (HAP) requirements to deliver an additional 1,500 to 2,000 new homes over the plan period, we consider that the former Belmont Golf Course also provides a significant opportunity to assist in meeting this requirement. Development at this scale would make the most of the sustainability and accessibility opportunities that the proposed Relief Road will provide and help assist Herefordshire Council in meeting their housing requirements. At a density of 35dph this same area of land could deliver around 820 dwellings
Taylor Wimpey	Taylor Wimpey are concerned about the absence of a firm timescale of the consultation stages and establishing the preferred western corridor route. They would want to see the HTP adopted in a timely manner with a framework that will enhance housing delivery. They also regard landscape and historic buildings should be given a high level of importance when determining the preferred route	No comments on the HAP
Hereford Market	Strongly supports the provision of the western bypass as it will greatly improve its connectivity to those south of the river, but would like to be consulted on the route and its proximity to the Livestock Market as they do not want to affect the site	Strongly supports the provision of the western bypass as it will greatly improve its connectivity to those south of the river, but would like to be consulted on the route and its proximity to the Livestock Market as they do not want to affect the site
Welsh Water	When a more defined route is determined, Welsh Water will provide an update in terms of the location of their assets.	Provided comments on the strategic sites, and advise the council they are in the process of upgrading the public water supply network within Hereford and as such cannot allow new connections until the improvements are completed. They commented on the key headings of the HAP
WYG on behalf of British Land	No comments on the HTP	Emphasise their desire to be part of any future discussions regarding future retail and leisure provision within Hereford, and enclose a completed questionnaire.
Woolhope Naturalists Fields Club	Relief Road will only have minimal impact on Herefords traffic. The road will simply serve the residents of the new housing estates, which have yet to be built.	No comments on the HAP
Hereford and Worcester Gardens Trust	The Bypass will seriously affect the beauty of the landscape immediately to the west of Hereford, including orchards, pasture, parks and gardens	No comments on the HAP