

Hereford City Masterplan

Feedback Report

20th February 2023





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Introduction

This report provides an overview of responses received on the Hereford City Masterplan Survey and Map Survey hosted on Commonplace. Analysis is given of responses to each question, including those open questions for which responses have been coded. Some email responses were also received and a summary of these has been included in this report.

Responses

393 respondents took part in the survey (of which 20 were hard copy) and 161 respondents have viewed the comments and made agreements. Over 2,000 comments were received on the masterplan via the survey.

In addition, 324 pins/comments have been placed on the Commonplace engagement map identifying issues or opportunities in and around Hereford and 627 respondents have viewed the map comments and made agreements.

Analysis Methodology

Some of the questions in the Commonplace survey allowed the respondent to tick multiple answers. Therefore, in some of the analysis, the sum of the response to a question may be higher than 100%. In other cases, the total response to a single-answer question may add up to slightly over or under 100% due to rounding of decimal points. Questions are based on the total number of respondents per question, as not all respondents answered every question.

At times throughout the report, we compare the response to a particular question by different groups. Some analysis is based on small numbers of respondents and so the findings for those groups, for instance where less than 50 have commented, should be treated as indicative only.

All the open-ended questions in the questionnaire were coded into themes to allow the responses to be quantified. This encompassed reading every response to these questions and creating a code frame.

Executive Summary

A common theme in the comments across the open questions focus on having a bypass and/or another river crossing. Some feel this will reduce the amount of traffic and congestion in the city. Having better public transport is also mentioned often, sometimes linked to comments about enabling a shift away from car travel.

Many are concerned about the ability for those living in rural areas to shift away from car use and concerns about those who rely on their cars – such as those who live in rural areas, are older or disabled.

Many mention wanting to see support for economic growth in the county and encouraging people into Hereford to make it a vibrant and attractive city. Having better or cheaper parking options in the city also came up regularly.

Most commonly people get around the city on foot, followed by cycling. In terms of encouraging cycling and walking, the most common challenges to be overcome relate to the safety of pedestrians and cyclists. Many comments throughout the survey also focus on the need for safe cycling and walking routes within the city and from the villages around the city.

Ways suggested to reduce the number of people driving into the city include having more frequent and cheaper public transport, feeling the Council needs to encourage people into the city and make it attractive to visitors, often linked to making driving into the city easier and having a Park and Ride system. However, many also say nothing could convince them and many stated that they feel the car is the best or only option for them.

Some mention having more Park and Ride or Park and Choose options and some feel that this might encourage fewer people to drive into the city if there is a frequent bus servicing the sites and the sites have ample and cheap or free parking available. Some also mentioned being unaware of current Park and Choose options that already exist. Areas popular to have park and choose sites include the outskirts of the city, the surrounding villages, the racecourse and near the market.

Regarding development within the city, many commented on wanting more facilities and infrastructure and wanting to encourage people into the city, by making it a greener and more pleasant place to spend time. Many also want to see support for local businesses in order to develop the facilities on offer and encourage people into the city. Some are concerned about new housing which is linked to concerns about a lack of infrastructure to service new homes.

The question on use of car parks elicited more respondents wanting to keep the car parks as car parks rather than development of these sites. However, the car parks most mentioned as being suitable to develop as green spaces or development sites are Town Hall, Shire Hall and East Street 2, East Street 1 and Merton Meadows.

Regarding heritage and enhancement of the city, many mention the river, canal and city walls as specific heritage assets and feel there is more that could be done to enhance these. The Cathedral and other churches, Shire Hall and Town Hall also feature as specific assets to celebrate. Many mentioned wanting to see design and development that is sympathetic to the heritage of the city. Regarding other areas for

enhancement, some mentioned wanting more markets, eateries and cafes, with outdoor areas in the city.

Many are in favour of enhancing the natural environment within the city and would like to see more trees as well as wildflower, meadows and green spaces. The river, canal and cycling and walking routes are also mentioned as areas where the natural environment should be enhanced, and should look clean and welcoming. There is concern about natural environments (and the city more widely) being well maintained and clean and avoiding pollution in areas such as the river.



Survey Analysis

Findings by Question

1. Are there any other challenges we should be considering?

294 respondents left a comment at this question, the comments have been coded into themes and the most common themes are listed in the table below.

The most common themes in the comments focus on having a bypass and having better public transport (often linked to comments about enabling people to shift away from car travel), followed by how to promote and support economic growth in the county. Many also commented on parking availability and price in Hereford.

Challenges

Are there any other challenges we should be considering?	Number	% of those who commented
Bypass/ring road needed	90	31%
Better public transport/public transport needed to make changes from car travel	44	15%
Support for local economy/businesses/more jobs/attract/invest in tourism/bring more people in	35	12%
Better/more/cheaper parking - in city centre/parking with new housing/for homes	34	12%
Some need to drive/older people/families/shopping etc	29	10%
Congestion/traffic an issue	28	10%
Concern about new homes/development, availability of local services/invest in local services/local services/infrastructure need investment	26	9%
Better/safe cycling infrastructure/routes	23	8%
General negative comment	22	7%
Stop wasting money	19	6%
Green infrastructure/investment	15	5%
Need Park and Ride	15	5%
Pollution/air quality in town centre	14	5%
Better/safe walking routes/pavements	13	4%
Need another river crossing	13	4%
Better links from Hereford to other rural towns	13	4%
Better road maintenance	11	4%
Accessibility/adaptions for those with disabilities	11	4%
Involve people/listen to views	10	3%
Consider the rural nature of the area/city in plans	10	3%
Encourage younger people to stay in the area/focus on younger generation	9	3%
Personal safety concerns	9	3%
Irresponsible cyclists/danger to pedestrians/issues with cycle lanes	9	3%

Shift away from car needs culture change/comms support	8	3%
Managing flood risk	5	2%
Support for masterplan	5	2%
School buses needed	4	1%
Other	26	9%

Demographics

Gender

Women are more likely to argue that there is a need for 'better public transport/public transport is needed to make changes from car travel' (men 7% vs women 19%), 'better, more, cheaper parking etc.' (men 8%, women 16%) and 'better, safe walking routes, pavements' (men 1%, women 10%). In contrast, men are more likely to comment that a 'bypass/ring road is needed' (men 33%, women 25%) and the need for green infrastructure (men 8%, women 3%).

Age groups

The below tables list the top comments made by different age groups. Top comments focus on having a bypass, with those aged 45 to 64 being more likely to mention this than other groups (34%). Congestion/traffic was more of a concern among the younger age group.

16-34 (21 comments in total)

Are there any other challenges we should be considering?	Number	% of those who commented
Congestion/traffic an issue	5	24%
Bypass/ring road needed	4	19%
Support for local economy/businesses/more jobs/attract/invest in tourism/bring more people in	4	19%

35-44 (42 comments in total)

Are there any other challenges we should be considering?	Number	% of those who commented
Bypass/ring road needed	14	33%
Better/more/cheaper parking - in city centre/parking with new housing/for homes	7	17%
Congestion/traffic an issue	6	14%
Better/safe cycling infrastructure/routes	6	14%
Some need to drive/older people/families/shopping etc	6	14%

45-64 (73 comments in total)

Are there any other challenges we should be considering?	Number	% of those who commented
Bypass/ring road needed	22	30%
Better public transport/public transport needed to make changes from car travel	12	16%
Support for local economy/businesses/more jobs/attract/invest in tourism/bring more people in	9	12%

Concern about new homes/development, availability of local services/invest in local services/local services/infrastructure need investment	10	14%
Better/safe cycling infrastructure/routes	8	11%
Stop wasting money	8	11%

65+ (54 comments in total)

Are there any other challenges we should be considering?	Number	% of those who commented
Bypass/ring road needed	14	26%
Green infrastructure/investment	7	13%
Need Park and Ride	7	13%
Better/more/cheaper parking - in city centre/parking with new housing/for homes	6	11%
Concern about new homes/development, availability of local services/invest in local services/local services/infrastructure need investment	5	9%
Accessibility/adaptions for those with disabilities	5	9%
Some need to drive/older people/families/shopping etc.	5	9%

Location

The below tables list the top comments made by those who live in a rural or city location. The top comment for both is about a bypass, but those who live in rural locations are more likely to mention wanting parking in the city and the need for safe cycling routes than those in the city.

Rural residents - top comments (112 comments in total)

Are there any other challenges we should be considering?	Number	% of those who commented
Bypass/ring road needed	31	28%
Better/more/cheaper parking - in city centre/parking with new housing/for homes	16	14%
Better public transport/public transport needed to make changes from car travel	16	14%
Better/safe cycling infrastructure/routes	15	13%
Support for local economy/businesses/more jobs/attract/invest in tourism/bring more people in	15	13%
Concern about new homes/development, availability of local services/invest in local services/local services/infrastructure need investment	13	12%
Congestion/traffic an issue	12	11%
Some need to drive/older people/families/shopping etc.	11	10%

City Residents - top comments (72 comments in total)

Are there any other challenges we should be considering?	Number	% of those who commented
Bypass/ring road needed	20	28%
Better public transport/public transport needed to make changes from car travel	9	13%
Congestion/traffic an issue	8	11%
Better/more/cheaper parking - in city centre/parking with new housing/for homes	7	10%
Some need to drive/older people/families/shopping etc.	6	8%
Irresponsible cyclists/danger to pedestrians/issues with cycle lanes	6	8%
Stop wasting money	6	8%
Concern about new homes/development, availability of local services/invest in local services/local services/infrastructure need investment	6	8%

2. Which areas of Hereford would benefit from better public transport?

215 respondents left a comment at this question, the comments have been coded into themes and the most common themes are listed in the table below.

Having better and cheaper public transport generally is mentioned by many at this question. Rural areas and surrounding villages to Hereford are mentioned often as well as those saying the whole areas would benefit.

Which areas of Hereford would benefit from better public transport?	Number	% of those who commented
Better/cheaper public transport needed	79	37%
From rural areas/market towns/outskirts of City	64	30%
All of it	38	18%
Need Park and Ride	22	10%
Bypass/ring road needed	20	9%
Shift to public transport not realistic from rural areas/linked to demographic/rural nature of county	20	9%
Negative comment	13	6%
Better/safer/more cycling routes	9	4%
School buses needed/issues with school run traffic	8	4%
Rotherwas	7	3%
Better/safer/more walking routes	7	3%
Don't know	6	3%
Belmont	5	2%
Other	26	12%

Demographics

Gender

Women are more likely to say that better public transport would benefit 'rural areas/ market towns/ outskirts of the city' (men 31% vs. women 45%). Women are also more likely to say that there is a need for 'better/cheaper public transport' (men 35% vs. women 47%) and that there is a 'need for Park and Ride' (men 11% vs. women 17%). In contrast, men are slightly more likely to argue that a 'shift to public transport' is not realistic from rural areas etc.' (men 11% vs. women 4%).

Age groups

The below tables list the top comments made by different age groups. General comments about better public transport often come up among the age groups along with wanting better connectivity from villages to the city.

16-34 (16 comments in total)

Which areas of Hereford would benefit from better public transport?	Number	% of those who commented
All of it	5	31%
Better/cheaper public transport needed	4	25%
From rural areas/market towns/outskirts of City	3	19%

35-44 (36 comments in total)

Which areas of Hereford would benefit from better public transport?	Number	% of those who commented
Better/cheaper public transport needed	14	39%
From rural areas/market towns/outskirts of City	14	39%
Need Park and Ride	6	17%

45-64 (47 comments in total)

Which areas of Hereford would benefit from better public transport?	Number	% of those who commented
Better/cheaper public transport needed	19	40%
From rural areas/market towns/outskirts of City	18	38%
All of it	8	17%
Bypass/ring road needed	7	15%

65+ (39 comments in total)

Which areas of Hereford would benefit from better public transport?	Number	% of those who commented
Better/cheaper public transport needed	17	44%
From rural areas/market towns/outskirts of City	12	31%
All of it	9	23%
Need Park and Ride	7	18%
Shift to public transport not realistic from rural areas/linked to demographic/rural nature of county	4	10%

Location

The below tables list the top comments made by those who live in a rural or city location.

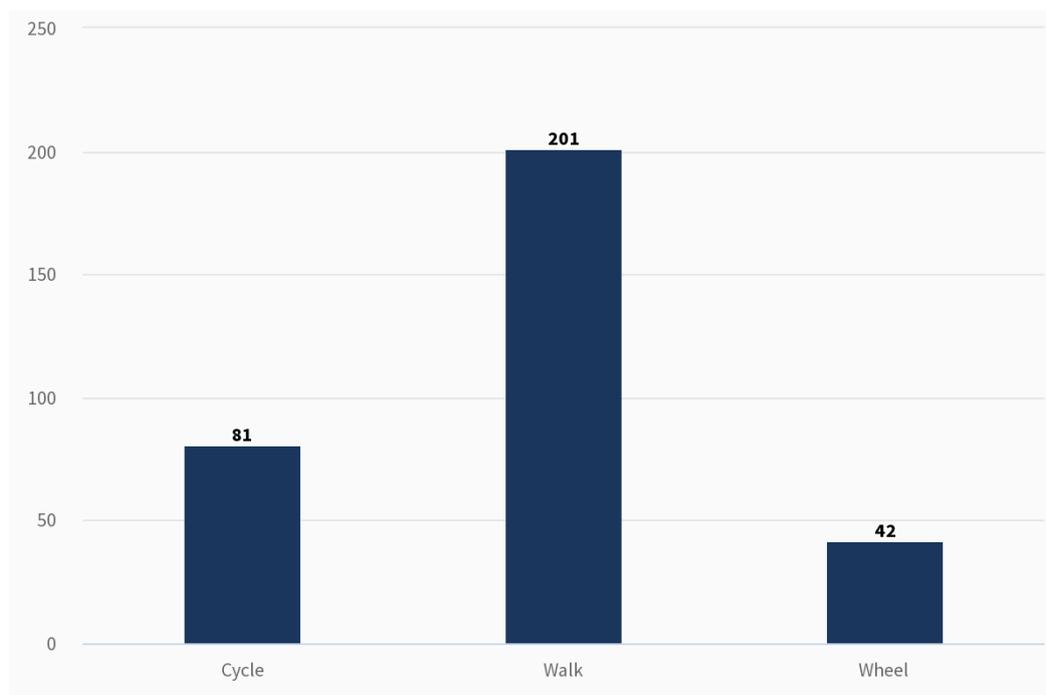
Rural residents - top comments (74 comments in total)

Which areas of Hereford would benefit from better public transport?	Number	% of those who commented
Better/cheaper public transport needed	29	39%
From rural areas/market towns/outskirts of City	29	39%
All of it	14	19%
Need Park and Ride	11	15%
Shift to public transport not realistic from rural areas/linked to demographic/rural nature of county	8	11%

City Residents - top comments (62 comments in total)

Which areas of Hereford would benefit from better public transport?	Number	% of those who commented
Better/cheaper public transport needed	22	35%
From rural areas/market towns/outskirts of City	15	24%
All of it	14	23%
Need Park and Ride	7	11%
Bypass/ring road needed	6	10%

3. Do you cycle, wheel or walk in Hereford currently?



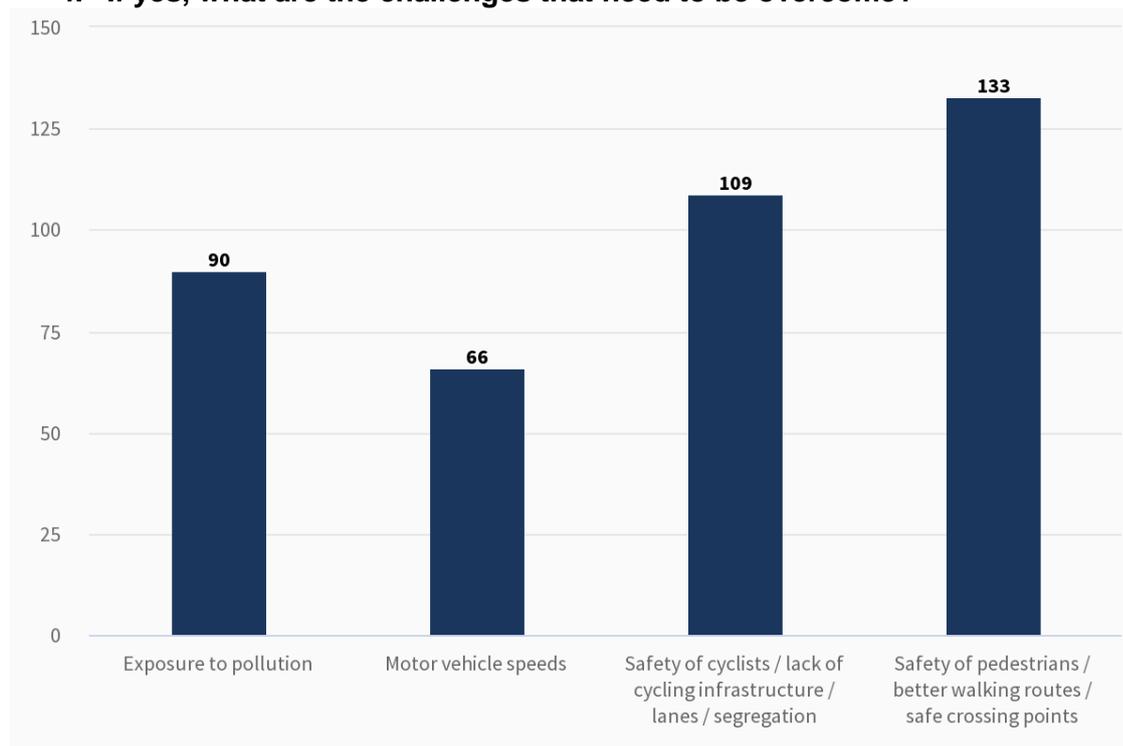
Of the total 214 responses to this question, the largest proportion access the city on foot, (94%) followed by cycle (38%) and one in five say they wheel (20%).

Demographics

Gender

Women made up a greater proportion of 'Wheel' respondents (men 17% vs. women 24%). Meanwhile, Men made up a greater proportion of those who cycle in Hereford (men 33% vs. women 15%)

4. If yes, what are the challenges that need to be overcome?



Of the 181 who answered this question, the most common challenge related to the safety of pedestrians, followed by safety of cyclists.

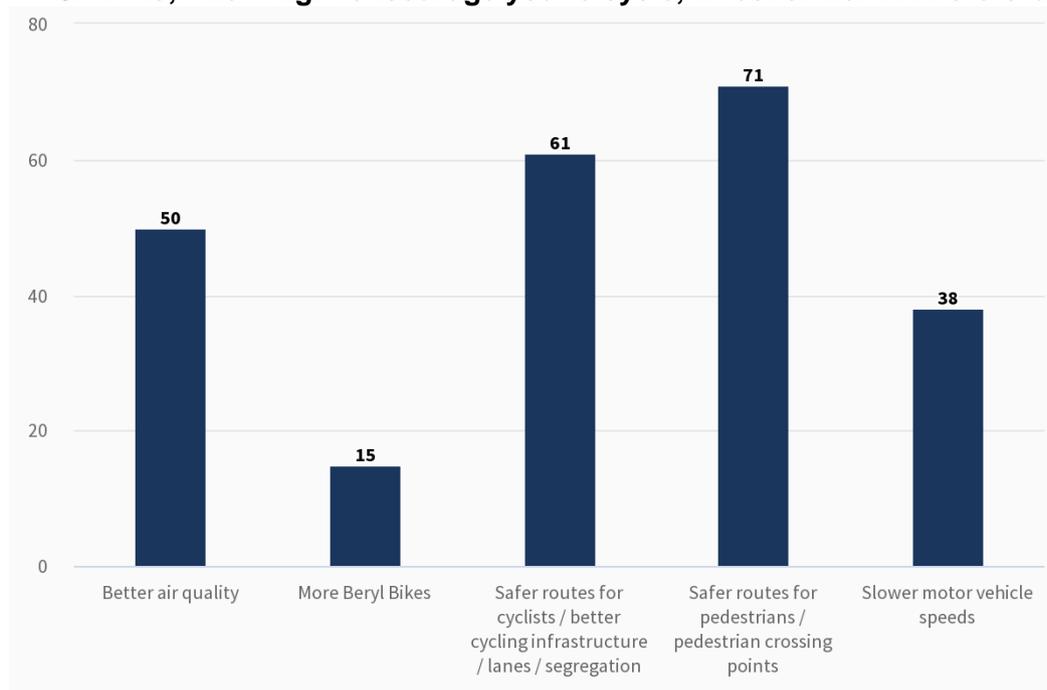
Demographics

Gender

Women make up a smaller proportion of respondents who feel that the challenge 'motor vehicle speeds' needs to be overcome (men 33% vs. women 16%), followed by 'exposure to pollution' (men 32% vs. women 20%) and 'safety of cyclists/ lack of cycling infrastructure etc.' (men 30% vs. women 20%)/

In the open comments across the survey there was mention of concern about the safety of pedestrians around the city along with safety of cyclists both in the city and in villages. Some were concerned about conflict between these two groups when paths are not segregated.

5. If no, what might encourage you to cycle, wheel or walk in Hereford?



Of the 115 who answered this question, improvements to the safety of pedestrians and cyclists were the two biggest factors that may encourage residents to try walking, cycling or wheeling around the city, followed by better air quality and slower vehicle speeds. Beryl Bikes were only cited by 15 residents.

Demographics

Gender

Women make up a smaller proportion of those who say that 'better air quality' (men 34% vs. women 22%) and 'slower motor vehicle speeds' (men 32% vs. women 24%) would help to encourage them to take up walking, cycling and wheeling in Hereford. Meanwhile, women make up a greater proportion of those who say 'more Beryl Bikes' (men 13% vs. women 27%) would make them more likely to cycle into Hereford.

6. Any other things that might encourage you?

Of the 214 comments at this question, common themes were having safe and well-lit cycle routes, making the city cleaner and more accessible via better pavement and road maintenance, having safe walking routes and having a Park and Ride system, more/cheaper parking and safe bike storage. Many mentioned a bypass or that nothing could encourage them.

Any other things that might encourage you?	Number	% of those who commented
Safe cycling routes/well-lit/ pedestrianised areas/segregate paths/prevent cyclists using pavements	49	23%
Bypass/ring road needed	29	14%
Nothing	19	9%
Improvements to the city to make it cleaner/easier to access/less congestion/better road/pavement maintenance	18	8%
Safe walking routes	18	8%
Park and Ride	12	6%
Bike parks/safe storage	12	6%
Better/more/cheaper car parking	12	6%
Better infrastructure/clear signage/better places of interest	9	4%
Better public transport	9	4%
Cannot cycle/walk i.e., disability, distance etc..	7	3%
General negative comment	7	3%
Less traffic/congestion	6	3%
Waste of money/stop wasting money	5	2%
Other	28	13%

Demographics

Gender

Women are more likely to say that 'safe cycling routes/ well-lit/ pedestrianised area etc.' would encourage them to use other methods of transport to get into Hereford (men 20% vs. women 29%). Similarly, women are also more likely to cite 'better infrastructure/ clear signage/ better places of interest' (men 0% vs. women 9%), as well. Men are more likely to cite 'better/more/cheaper car parking' as a priority (men 10% vs. women 4%).

Age groups

The below tables list the top comments made by different age groups.

16-34 (12 comments in total)

Any other things that might encourage you?	Number	% of those who commented
Safe cycling routes/well-lit/ pedestrianised areas/segregate paths/prevent cyclists using pavements	3	25%
Bypass/ring road needed	2	17%
Park and Ride	2	17%
Better public transport	2	17%

35-44 (32 comments in total)

Any other things that might encourage you?	Number	% of those who commented
Safe cycling routes/well-lit/ pedestrianised areas/segregate paths/prevent cyclists using pavements	7	22%
Bypass/ring road needed	6	19%
Nothing	5	16%

45-64 (49 comments in total)

Any other things that might encourage you?	Number	% of those who commented
Safe cycling routes/well-lit/ pedestrianised areas/segregate paths/prevent cyclists using pavements	11	22%
Bypass/ring road needed	7	14%
Bike parks/safe storage	8	16%
Better/more/cheaper car parking	5	10%
Better infrastructure/clear signage/better places of interest	5	10%

65+ (41 comments in total)

Any other things that might encourage you?	Number	% of those who commented
Safe cycling routes/well-lit/ pedestrianised areas/segregate paths/prevent cyclists using pavements	9	22%
Safe walking routes	5	12%
Improvements to the city to make it cleaner/easier to access/less congestion/better road/pavement maintenance	4	10%
Better/more/cheaper car parking	4	10%

Locations

The below tables list the top comments made by those who live in a rural or city location.

Rural residents - top comments (77 comments in total)

Any other things that might encourage you?	Number	% of those who commented
Safe cycling routes/well-lit/ pedestrianised areas/segregate paths/prevent cyclists using pavements	18	23%
Bypass/ring road needed	13	17%
Park and Ride	9	12%
Better/more/cheaper car parking	9	12%
Nothing	7	9%

City residents - top comments (55 comments in total)

Any other things that might encourage you?	Number	% of those who commented
Safe cycling routes/well-lit/ pedestrianised areas/segregate paths/prevent cyclists using pavements	12	22%
Improvements to the city to make it cleaner/easier to access/less congestion/better road/pavement maintenance	7	13%
Bypass/ring road needed	5	9%
Safe walking routes	5	9%
Nothing	5	9%

7. Would you like to provide details of specific locations or measures to be put in place that would make Hereford streets more people friendly?

202 comments were received in response to this question. Similar to previous open-ended questions, many made comments about needing a bypass; however other comments include having separated walking and cycle routes, having better walking and cycling routes around the city and better/more or cheaper car parking.

Would you like to provide details of specific locations or measures to be put in place that would make Hereford streets more people friendly?	Number	% of those who commented
Bypass/ring road needed	33	16%
Better walking and cycling routes/from rail station/by river	25	12%
Better/Separated walking and cycle routes	23	11%
Better/more/cheaper car parking	11	5%
Clean and well maintained	10	5%
Negative comment	9	4%
Traffic calming measures/ 20mph zones	8	4%
Need to encourage people into city centre/better shops	8	4%
Road/pavement surface maintenance	8	4%
Better infrastructure/facilities	7	3%

Dangerous cyclists/educate cyclists	7	3%
Already people friendly	7	3%
Park and Ride	6	3%
Shift to public transport not realistic from rural areas/linked to demographic of county	4	2%
Issues with East Street	4	2%
Consider those with a disability/ extra need e.g., buggies	3	1%
Close city centre/central areas to cars	3	1%
Improve active travel infrastructure	0	0%
Other	33	16%

Demographics

Gender

Women are more likely to say that 'road/pavement surface maintenance' would make Hereford more people friendly (men 0% vs. women 8%).

Age groups

The below tables list the top comments made by different age groups.

16-34 (9 comments in total)

Would you like to provide details of specific locations or measures to be put in place that would make Hereford streets more people friendly?	Number	% of those who commented
Better walking and cycling routes/from rail station/by river	4	44%

35-44 (26 comments in total)

Would you like to provide details of specific locations or measures to be put in place that would make Hereford streets more people friendly?	Number	% of those who commented
Bypass/ring road needed	10	38%
Better walking and cycling routes/from rail station/by river	3	12%
Better/Separated walking and cycle routes	3	12%

45-64 (47 comments in total)

Would you like to provide details of specific locations or measures to be put in place that would make Hereford streets more people friendly?	Number	% of those who commented
Bypass/ring road needed	7	15%
Better walking and cycling routes/from rail station/by river	7	15%
Better/more/cheaper car parking	4	9%

65+ (46 comments in total)

Would you like to provide details of specific locations or measures to be put in place that would make Hereford streets more people friendly?	Number	% of those who commented
Bypass/ring road needed	6	13%
Better walking and cycling routes/from rail station/by river	6	13%
Traffic calming measures/ 20mph zones	5	11%
better/Separated walking and cycle routes	4	9%

Locations

The below tables list the top comments made by those who live in a rural or city location.

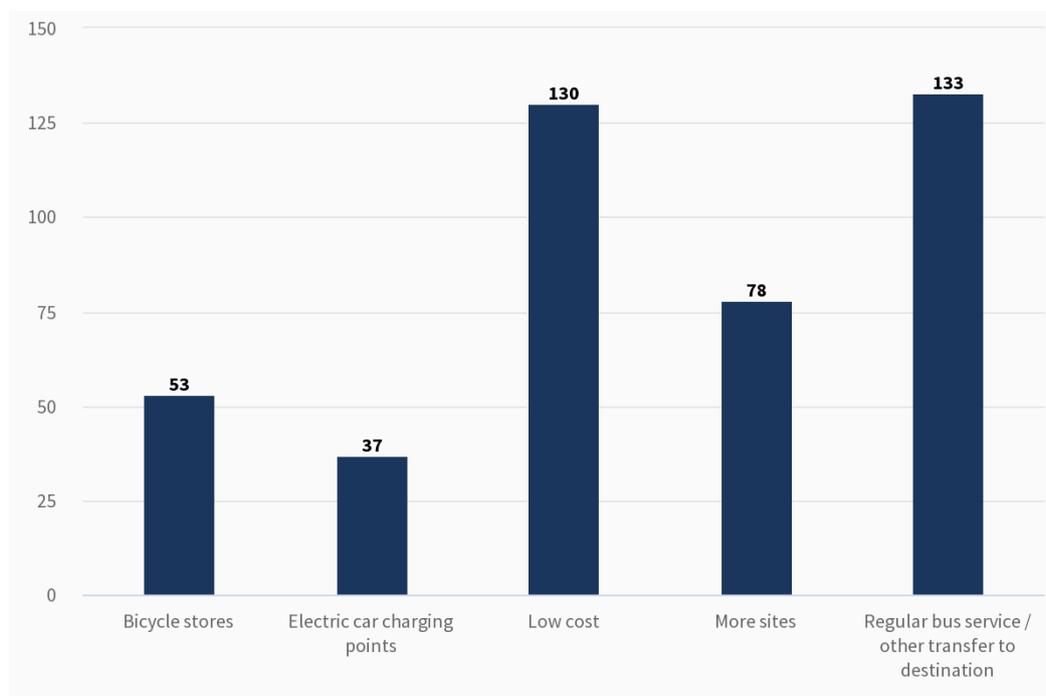
Rural residents - top comments (64 comments in total)

Would you like to provide details of specific locations or measures to be put in place that would make Hereford streets more people friendly?	Number	% of those who commented
Bypass/ring road needed	15	23%
better/Separated walking and cycle routes	5	8%
Already people friendly	4	6%
Better/more/cheaper car parking	3	5%
Need to encourage people into city centre/better shops	3	5%

City residents - top comments (62 comments in total)

Would you like to provide details of specific locations or measures to be put in place that would make Hereford streets more people friendly?	Number	% of those who commented
Better walking and cycling routes/from rail station/by river	15	24%
Bypass/ring road needed	8	13%
Traffic calming measures/ 20mph zones	7	11%
better/Separated walking and cycle routes	6	10%

8. What would encourage you to use the Park and Choose sites?



187 respondents answered this question. Regular bus services/other transfer to destination, followed by low cost are by far the biggest motivators to using Park and Choose sites.

Demographics

Gender

Women make up a greater proportion of respondents who say, 'more sites' (men 22% vs. women 31%) and 'low cost' (men 24% vs. women 31%) would persuade them to use Park and Choose sites.

9. Any other things that might encourage you to use Park and Choose?

160 respondents commented on this question. Most commonly people would like more frequent bus services from Park and Choose sites, having more communication about current sites and having ample parking at the sites. However, many also said nothing would encourage them to use Park and Choose.

Any other things that might encourage you to use Park and Choose?	Number	% of those who commented
Nothing	29	18%
Frequent bus service	25	16%
Better comms/publicity of sites	20	13%
Better parking options/facilities in city	19	12%
Large car parks/cheap parking at sites	13	8%
Bypass/ring road needed	12	8%
Negative comment on Park and Choose	10	6%
Shift to public transport not realistic from rural areas/linked to demographic of county/need car for shopping	7	4%
General negative comment	7	4%
Bike parking/storage/bike options	7	4%
Better locations/closer to city	7	4%
Low cost/cheap to use P&C	5	3%
Better walking routes	3	2%
Facilities at the sites/cafes/toilets	3	2%
Other	24	15%

Demographics

Gender

Women are more likely to say, 'frequent bus service' (men 13% vs. women 22%), 'better comms/ publicity of sites' (men 4% vs. women 12%) and 'better parking options/facilities' (men 7% vs. women 15%) would encourage them to use Park and Choose sites.

Meanwhile, men are more likely to say 'nothing' (men 31% vs. women 17%) would encourage them to use Park and Choose sites, followed by 'bike parking/storage' (men 11% vs. 0% women), 'bypass/ring road needed' (men 11% vs. women 0%) and 'negative comments on Park and Choose' (men 9% vs. women 0%).

Age groups

The below tables list the top comments made by different age groups.

16-34 (14 comments in total)

Any other things that might encourage you to use Park and Choose?	Number	% of those who commented
Nothing	2	14%
Frequent bus service	2	14%

35-44 (27 comments in total)

Any other things that might encourage you to use Park and Choose?	Number	% of those who commented
Nothing	8	30%
Bypass/ring road needed	4	15%
Better comms/publicity of sites	4	15%

45-64 (40 comments in total)

Any other things that might encourage you to use Park and Choose?	Number	% of those who commented
Nothing	7	18%
Frequent bus service	7	18%
Better parking options/facilities in city	6	15%

65+ (28 comments in total)

Any other things that might encourage you to use Park and Choose?	Number	% of those who commented
Frequent bus service	8	29%
Better comms/publicity of sites	5	18%
Nothing	5	18%
Bike parking/storage/bike options	4	14%

Locations

The below tables list the top comments made by those who live in a rural or city location.

Rural residents - top comments (64 comments in total)

Any other things that might encourage you to use Park and Choose?	Number	% of those who commented
Frequent bus service	18	28%
Nothing	9	14%
Better comms/publicity of sites	7	11%
Better parking options/facilities in city	5	8%
Large car parks/cheap parking at sites	5	8%

City residents - top comments (39 comments in total)

Any other things that might encourage you to use Park and Choose?	Number	% of those who commented
Nothing	10	26%
Negative comment on Park and Choose	5	13%
Better parking options/facilities in city	4	10%
Better comms/publicity of sites	4	10%
Bike parking/storage/bike options	4	10%

10. Where do you think the Park and Choose sites should be to encourage you to use them?

135 respondents commented on this question. Some potential Park and Choose sites suggested were on the outskirts of the city - or north /south of the city/on the A49 and Belmont. Some other areas mentioned included Aylestone, Holmer Road/Park, surrounding villages and near the racecourse and market.

Where do you think the Park and Choose sites should be to encourage you to use them?	Number	% of those who commented
Outskirts of the city/edges of city in north/east/south or west	35	26%
None/nowhere/not needed	22	16%
Negative comment	11	8%
Belmont	9	7%
Surrounding villages	9	7%
Near racecourse	7	5%
Don't know	6	4%
Aylestone	5	4%
Hereford market	5	4%
Bypass/ring road needed	5	4%
Don't build on/develop current car parks	4	3%
Holmer/Holmer Park/Rd	4	3%
Roman Road	4	3%
Rotherwas	3	2%
Current locations look good	3	2%
Other	35	26%

Demographics

Gender

Women are more likely to say that Park and Choose sites should be located in 'Belmont' (men 3% vs. women 18%) and 'near the racecourse' (men 3% vs. women 11%). Men are more likely to say that 'none/ nowhere/ not needed' in response to this question (men 26% vs. women 11%).

Age groups

The below tables list the top comments made by different age groups.

16-34 (11 comments in total)

Where do you think the Park and Choose sites should be to encourage you to use them?	Number	% of those who commented
Outskirts of the city/edges of city in north/east/south or west	3	21%
Holmer/Holmer Park/Rd	2	14%

35-44 (22 comments in total)

Where do you think the Park and Choose sites should be to encourage you to use them?	Number	% of those who commented
Outskirts of the city/edges of city in north/east/south or west	5	19%
None/nowhere/not needed	6	22%
Negative comment	3	11%

45-64 (32 comments in total)

Where do you think the Park and Choose sites should be to encourage you to use them?	Number	% of those who commented
Outskirts of the city/edges of city in north/east/south or west	9	23%
None/nowhere/not needed	7	18%
Roman Road	3	8%
Surrounding villages	3	8%

65+ (21 comments in total)

Where do you think the Park and Choose sites should be to encourage you to use them?	Number	% of those who commented
Outskirts of the city/edges of city in north/east/south or west	6	29%
Belmont	4	19%
Near racecourse	2	10%
Negative comment	2	10%

Locations

The below tables list the top comments made by those who live in a rural or city location.

Rural residents - top comments (50 comments in total)

Where do you think the Park and Choose sites should be to encourage you to use them?	Number	% of those who commented
Outskirts of the city/edges of city in north/east/south or west	15	23%
None/nowhere/not needed	6	9%
Surrounding villages	4	6%
Rotherwas	3	5%
Roman Road	3	5%
Belmont	3	5%

City residents - top comments (32 comments in total)

Where do you think the Park and Choose sites should be to encourage you to use them?	Number	% of those who commented
None/nowhere/not needed	7	18%
Outskirts of the city/edges of city in north/east/south or west	7	18%
Belmont	4	10%

11. Which of the existing car parks would be best used for green space, which do you think would work best for development sites, and which should be kept as a car park?

The table below indicates that a greater number of respondents opted to keep car parks as car parks rather than changing usage to either green space or developing the site. The car parks most mentioned as being suitable to develop as green spaces or developments sites are Town Hall, Shire Hall and East Street 2, East Street 1 and Merton Meadows.

Car park	Green space	Development site	Keep as car park	Total green space/development site
Town Hall	43	28	106	71
Shire Hall	44	27	101	71
East Street 2	24	42	91	66
East Street 1	21	42	95	63
Merton Meadows	26	37	133	63
Venn's Close	26	30	96	56
Bath Street	25	30	121	55
Friars Street	18	36	100	54
Union Walk	22	30	97	52
Nelson Street	30	20	97	50
Greyfriars	29	21	109	50
Wye Street	30	19	110	49
Country Bus Station and Car Park	12	36	141	48
West Street	19	25	112	44
St Martin's overflow	18	23	117	41
Maylord Orchard	10	30	143	40
Goal Street	16	17	149	33
Garrick Street MSCP	6	19	136	25
St Martin's 1	9	13	136	22

12. What else could we introduce to encourage you not to take your car into the city?

208 people commented in response to this question. The common comments include having more frequent and cheaper public transport, feeling the Council needs to encourage people into the city and make it attractive to visitors, often linked to making driving into the city easier and having a Park and Ride system. However, many also say nothing could convince them and many state they feel the car is the best or only option for them.

What else could we introduce to encourage you not to take your car into the city?	Number	% of those who commented
More frequent/cheaper public transport	70	34%
Nothing	30	14%
Bypass/ring road needed	26	13%
Park and Ride sites	21	10%
Car is better/need to use car	20	10%
Need to encourage people into city centre/support businesses/shops	10	5%
Better/safe cycling routes/paths	8	4%
Incentives to cycle/take public transport	7	3%
Parking in city centre	7	3%
Congestion/pollution charge	7	3%
Bike storage/parking	6	3%
More amenities in smaller towns/villages	5	2%
Ban cars in the city centre	3	1%
More funding to rural areas	2	1%
Road/pavement maintenance	2	1%
Other	27	13%

Demographics

Gender

Women are more likely to say that 'more frequent/ cheaper public transport' would encourage them not to travel into the city via car (men 29% vs. Women 40%). They were also more likely to suggest 'Park and Ride sites' as well (men 9% vs. Women 17%).

Men are more likely to say that a 'bypass/ ring road' is needed to encourage them not to take their car into the city centre (men 20% vs. women 9%).

Age groups

The below tables list the top comments made by different age groups.

16-34 (17 comments in total)

What else could we introduce to encourage you not to take your car into the city?	Number	% of those who commented
More frequent/cheaper public transport	3	18%
Nothing	3	18%
Bypass/ring road needed	3	18%

35-44 (33 comments in total)

What else could we introduce to encourage you not to take your car into the city?	Number	% of those who commented
More frequent/cheaper public transport	11	33%
Nothing	7	21%
Bypass/ring road needed	4	12%
Park and Ride sites	4	12%

45-64 (52 comments in total)

What else could we introduce to encourage you not to take your car into the city?	Number	% of those who commented
More frequent/cheaper public transport	17	33%
Bypass/ring road needed	11	21%
Park and Ride sites	7	13%
Nothing	6	12%
Need to encourage people into city centre/support businesses/shops	5	10%

65+ (33 comments in total)

What else could we introduce to encourage you not to take your car into the city?	Number	% of those who commented
More frequent/cheaper public transport	13	39%
Car is better/need to use car	5	15%
Park and Ride sites	4	12%
Better/safe cycling routes/paths	3	9%
Nothing	3	9%

Locations

The below tables list the top comments made by those who live in a rural or city location.

Rural residents - top comments (72 comments in total)

What else could we introduce to encourage you not to take your car into the city?	Number	% of those who commented
More frequent/cheaper public transport	25	35%
Nothing	15	21%
Park and Ride sites	10	14%
Bypass/ring road needed	9	13%
Car is better/need to use car	5	7%

City residents - top comments (56 comments in total)

What else could we introduce to encourage you not to take your car into the city?	Number	% of those who commented
More frequent/cheaper public transport	15	27%
Bypass/ring road needed	8	14%
Nothing	7	13%
Car is better/need to use car	6	11%
Need to encourage people into city centre/support businesses/shops	5	9%

13. Is there anything else we should be considering for development within the city?

181 people left a comment in response to this question. The most common comment focuses on new roads or a bypass. Some feel more facilities/ infrastructure / opportunities need to be considered for development within the city. Some would also like to see more support for local businesses and want to see people being encouraged into the city. Some respondents commented on a desire to have less housing which is linked to concerns about a lack of infrastructure to service new homes.

Is there anything else we should be considering for development within the city?	Number	% of those who commented
New roads/bypass	31	17%
More facilities/infrastructure/opportunities	27	15%
Encourage people into city centre/support business/ clean up centre/make safer	26	14%
Well-designed homes/fit with heritage of city	18	10%
Greening of city/areas	17	9%
Less housing - linked to lack of infrastructure to service new homes	15	8%
Cheaper parking in city	10	6%
Truly affordable homes	10	6%
Negative comment	9	5%
Green infrastructure/charging points	8	4%
Develop empty properties/shops for other uses	6	3%
Clean/well maintained areas/clean up pollutants	6	3%
None	5	3%
Parking for new homes	5	3%
Better public transport	4	2%
New bridge	3	2%
Design out the car/make parking for those who have blue badges	3	2%
Pavement maintenance	2	1%
Better rail services	2	1%
Other	32	18%

Demographics

Gender

Women are more likely to say the council should consider 'greening of city/area' (men 4% vs. women 12%). In contrast, men are more likely to say that they think the council should consider 'new roads/bypass' (men 25% vs. women 14%).

Age groups

The below tables list the top comments made by different age groups.

16-34 (14 comments in total)

Is there anything else we should be considering for development within the city?	Number	% of those who commented
Greening of city/areas	3	18%
Truly affordable homes	2	12%
Encourage people into city centre/support business/ clean up centre/make safer	2	12%
New roads/bypass	2	12%

35-44 (32 comments in total)

Is there anything else we should be considering for development within the city?	Number	% of those who commented
New roads/bypass	8	24%
More facilities/infrastructure/opportunities	6	18%
Encourage people into city centre/support business/ clean up centre/make safer	4	12%
Less housing - linked to lack of infrastructure to service	4	12%

45-64 (45 comments in total)

Is there anything else we should be considering for development within the city?	Number	% of those who commented
New roads/bypass	10	19%
More facilities/infrastructure/opportunities	8	15%
Encourage people into city centre/support business/ clean up centre/make safer	7	13%
Less housing - linked to lack of infrastructure to service	4	8%

65+ (30 comments in total)

Is there anything else we should be considering for development within the city?	Number	% of those who commented
Encourage people into city centre/support business/ clean up centre/make safer	5	17%
More facilities/infrastructure/opportunities	5	17%
Less housing - linked to lack of infrastructure to service	5	17%

Locations

The below tables list the top comments made by those who live in a rural or city location.

Rural residents - top comments (65 comments in total)

Is there anything else we should be considering for development within the city?	Number	% of those who commented
New roads/bypass	14	19%
More facilities/infrastructure/opportunities	13	18%
Encourage people into city centre/support business/clean up centre/make safer	11	15%
Less housing - linked to lack of infrastructure to service	8	11%
Well-designed homes/fit with heritage of city	6	8%

City residents - top comments (53 comments in total)

Is there anything else we should be considering for development within the city?	Number	% of those who commented
New roads/bypass	9	16%
Encourage people into city centre/support business/clean up centre/make safer	8	14%
More facilities/infrastructure/opportunities	7	13%
Greening of city/areas	6	11%
Less housing - linked to lack of infrastructure to service	6	11%
Well-designed homes/fit with heritage of city	6	11%

14. Are there any specific heritage assets we need to bear in mind?

128 comments have been received in response to this question. Many respondents have made comments that encourage the consideration of the river, canal and city walls as specific heritage assets. The Cathedral and other churches, Shire Hall and Town Hall also feature, and some respondents mention cycle lanes, public transport and walking paths as things that need to be borne in mind.

Are there any specific heritage assets we need to bear in mind?	Number	% of those who commented
All heritage parts/think about heritage in designs	24	19%
The river/canal	15	12%
City/City walls	13	10%
Cathedral	12	9%
Shire hall/repair	8	6%
Negative comment	8	6%
All of it	8	6%
Museum/better museums	6	5%
Better signage/sign posting/tourist info/centre	6	5%
Town Hall	6	5%
None	6	5%
Library	5	4%
Cycle lanes/public transport/walk paths	5	4%

Positive/support comment	5	4%
Bypass/ring road needed	4	3%
B&W house	4	3%
Castle Green	4	3%
Church street	2	2%
Leominster	2	2%
St Peter's Square	2	2%
Other	31	24%

Demographics

Gender

Women are more likely to say 'all heritage parts/ think about heritage in designs' (men 15% vs. women 22%).

Age groups

The below tables list the top comments made by different age groups.

16-34 (7 comments in total)

Are there any specific heritage assets we need to bear in mind?	Number	% of those who commented
Cathedral	2	29%

35-44 (13 comments in total)

Are there any specific heritage assets we need to bear in mind?	Number	% of those who commented
All heritage parts	3	23%
B&W house	2	15%

45-64 (36 comments in total)

Are there any specific heritage assets we need to bear in mind?	Number	% of those who commented
All heritage parts/think about heritage in designs	10	28%
The river/canal	6	17%
City/City walls	5	14%

65+ (28 comments in total)

Are there any specific heritage assets we need to bear in mind?	Number	% of those who commented
The river/canal	5	18%
Better signage/sign posting/tourist info/centre	3	11%
All heritage parts/think about heritage in designs	3	11%
All of it	3	11%

Locations

The below tables list the top comments made by those who live in a rural or city location.

Rural residents - top comments (42 comments in total)

Are there any specific heritage assets we need to bear in mind?	Number	% of those who commented
The river/canal	8	19%
Cathedral	5	12%
All heritage parts/think about heritage in designs	5	12%
City/City walls	4	10%

City residents - top comments (36 comments in total)

Are there any specific heritage assets we need to bear in mind?	Number	% of those who commented
All heritage parts/think about heritage in designs	7	19%
Shire hall/repair	4	11%
City/City walls	4	11%
Castle Green	4	11%

15. Are there any other areas which might benefit from enhancement and what would you like to see there?

144 people left a comment in response to this question. Many identified the River Wye / riverside and some suggested surrounding cycle paths/pedestrian routes would benefit from enhancement. Some would like to see more opportunities for open air markets and outside eateries and cafes. Some would like more green spaces and parks across the city and in High Town.

Are there any other areas which might benefit from enhancement and what would you like to see there?	Number	% of those who commented
River Wye/Riverside	20	14%
Negative comment	17	12%
Outdoor markets/eateries/cafes	15	10%
Bypass/ring road needed	14	10%
Better facilities in city/encourage people into city. More attractive	13	9%
Cycle paths/pedestrian routes	9	6%
Better road network/connectivity in city	8	6%
More parks/look after parks and green spaces	8	6%
Market towns/shops/businesses	8	6%
High Town - more green spaces	7	5%
Preserve culture/heritage/history	6	4%
Wildlife opportunities/More trees	6	4%
Traffic/congestion is an issue	6	4%
Better car parking	5	3%

Town centre/all of it	5	3%
None	5	3%
Supportive of plans/comment	4	3%
More detail needed	3	2%
Other	28	19%

Demographics

Gender

Women are more likely to make 'negative comments' compared to men (men 3% vs. women 14%) or say 'outdoor markets/eateries/cafes' (men 5% vs. women 14%). Men are more likely to say that 'more detail is needed' (men 8% vs. women 0%).

Age groups

The below tables list the top comments made by different age groups.

16-34 (7 comments in total)

Are there any other areas which might benefit from enhancement and what would you like to see there?	Number	% of those who commented
High town - more green spaces	2	29%

35-44 (21 comments in total)

Are there any other areas which might benefit from enhancement and what would you like to see there?	Number	% of those who commented
Preserve culture/heritage/history	3	14%
Cycle paths/pedestrian routes	3	14%
Outdoor markets/eateries/cafes	3	14%

45-64 (38 comments in total)

Are there any other areas which might benefit from enhancement and what would you like to see there?	Number	% of those who commented
River Wye/Riverside	7	18%
Outdoor markets/eateries/cafes	6	16%
Bypass/ring road needed	5	13%
Better facilities in city/encourage people into city/more attractive	5	13%

65+ (28 comments in total)

Are there any other areas which might benefit from enhancement and what would you like to see there?	Number	% of those who commented
River Wye/Riverside	6	21%
More parks/look after parks and green spaces	4	14%
Cycle paths/pedestrian routes	4	14%
Wildlife opportunities/More trees	3	11%

Locations

The below tables list the top comments made by those who live in a rural or city location.

Rural residents - top comments (50 comments in total)

Are there any other areas which might benefit from enhancement and what would you like to see there?	Number	% of those who commented
River Wye/Riverside	10	20%
Bypass/ring road needed	6	12%
Outdoor markets/eateries/cafes	5	10%
Better facilities in city/encourage people into city/more attractive	4	8%
Cycle paths/pedestrian routes	4	8%

City residents - top comments (38 comments in total)

Are there any other areas which might benefit from enhancement and what would you like to see there?	Number	% of those who commented
River Wye/Riverside	4	11%
More parks/look after parks and green spaces	4	11%
Negative comment	4	11%
Bypass/ring road needed	3	8%
Outdoor markets/eateries/cafes	3	8%
Better facilities in city/encourage people into city/more attractive	3	8%
Cycle paths/pedestrian routes	3	8%
High town - more green spaces	3	8%

16. Is there anything else you think we should be doing to enhance the natural environment within the city?

152 respondents commented on this question. Introducing more trees is often mentioned and having more wildflower/meadows/green spaces to enhance local areas, the river, canal and cycling and walking routes. Some respondents also mention the need to clean up the river.

Is there anything else you think we should be doing to enhance the natural environment within the city?	Number	% of those who commented
Wildflower/meadows/green spaces	33	22%
More trees	26	17%
Canal/river	22	14%
Bypass/ring road needed	19	13%
Environmental concern/pollution of rivers	17	11%
Supportive comment	13	9%
Negative comment	11	7%
Railway	9	6%

Clean/well maintained	3	2%
Better cycling/walking routes	3	2%
Concern about rural nature of county/reliance on cars	2	1%
More seating/facilities	2	1%
Other	26	17%

Demographics

Gender

Women are more likely to suggest 'wildflower/ meadows/ green spaces' (men 21% vs. women 33%) or make 'negative comments' (men 0% vs. women 8%). In contrast, men are more likely to suggest 'more trees' (men 26% vs. women 11%) or 'bypass/ ring road needed' (men 17% vs. women 8%).

Age groups

The below tables list the top comments made by different age groups.

16-34 (9 comments in total)

Is there anything else you think we should be doing to enhance the natural environment within the city?	Number	% of those who commented
Wildflower/meadows/green spaces	5	56%
More trees	2	22%

35-44 (22 comments in total)

Is there anything else you think we should be doing to enhance the natural environment within the city?	Number	% of those who commented
Wildflower/meadows/green spaces	7	32%
More trees	4	18%
Environmental concern/pollution of rivers	4	18%
Canal/river	4	18%
Bypass/ring road needed	4	18%

45-64 (34 comments in total)

Is there anything else you think we should be doing to enhance the natural environment within the city?	Number	% of those who commented
More trees	7	21%
Bypass/ring road needed	6	18%
Wildflower/meadows/green spaces	5	15%
Canal/river	5	15%

65+ (30 comments in total)

Is there anything else you think we should be doing to enhance the natural environment within the city?	Number	% of those who commented
Wildflower/meadows/green spaces	7	23%
Environmental concern/pollution of rivers	7	23%
More trees	5	17%
Canal/river	4	13%
Supportive comment	3	10%

Locations

The below tables list the top comments made by those who live in a rural or city location. Rural residents are more likely to mention wanting enhancements to the canal and river.

Rural residents - top comments (50 comments in total)

Is there anything else you think we should be doing to enhance the natural environment within the city?	Number	% of those who commented
Wildflower/meadows/green spaces	13	26%
Canal/river	10	20%
More trees	7	14%
Environmental concern/pollution of rivers	7	14%
Bypass/ring road needed	7	14%
Supportive comment	6	12%

City residents - top comments (41 comments in total)

Is there anything else you think we should be doing to enhance the natural environment within the city?	Number	% of those who commented
Wildflower/meadows/green spaces	10	24%
More trees	6	15%
Environmental concern/pollution of rivers	5	12%
Bypass/ring road needed	4	10%
Canal/river	4	10%
Negative comment	4	10%

Respondent Profile

The below table shows the profile of those who responded to the Commonplace survey. Not all respondents completed information about their location or their demographic information, so only those who offered this information are reported here.

Demographic/area	No.
HR1	77
HR2	63
HR3	7
HR4	52
HR5	3
HR6	22
HR7	4
HR8	7
HR9	6
SY7	3
WR6	2
Rural location	138
City location	105
Male	111
Female	99
Other / prefer not to say	12
Working FT/PT	181
Retired	66
Student/training/apprenticeship	11
Unemployed / other	15
Car owner	274
Under 25	12
25-44	75
45-64	94
65+	69
Disability	27
White British	187
Ethnic Minorities	9

Map Analysis

People were asked to drop pins on a map of Herefordshire and give geolocated information about the challenges and opportunities in Herefordshire. 324 respondents dropped a pin on the map.

Participants were asked what their comments related to, of which 294 offered an answer. Around one in four pins related to comments around active travel (39%), followed by congestions (26%). Fewer than one in ten pins related to public transport (6%), green/open space (6%), parking/loading (4%), accessibility (3%), buildings and facilities (2%) and air quality (2%).

What are you commenting on?

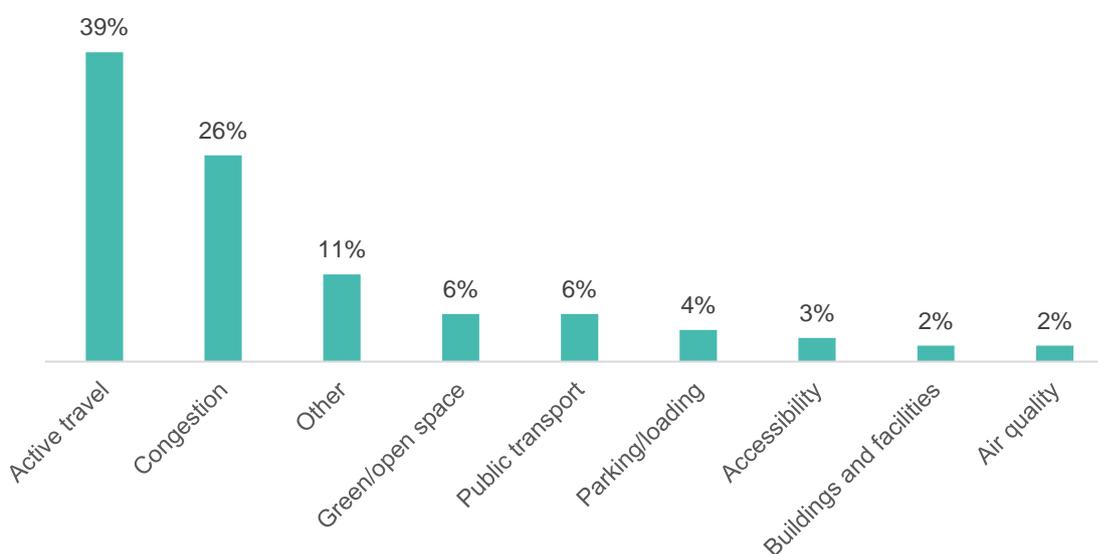


Chart source: What are you commenting on? 294 responses to this question on the Commonplace map.

Active Travel

115 respondents dropped a pin about active travel. Five participants dropped pins on Great Western Way in reference to this theme. Participants made specific comments about the quality and function of the foot/cycle path at different points in the journey.

Four participants dropped pins around Herefordshire Station on the junction of the A465 and Station Approach, focused on active travel. Two of these comments related to the crossing at the junction and the lack of time allocated for pedestrians to make crossings. The other pins relate to facilities for cyclists including parking/storage and also the lack of safe ways to cross the station on a bicycle.

Comments on active travel at Barton Road varied. One participant argued that the road is unsafe for cyclists when traffic is busy, another requested more lighting on the footbridge where Barton Road becomes Breinton Road. Another participant commented about the safety of a pedestrian crossing at junction with the A49. A final participant suggested that this is space for a cycle path on greenspace to Greyfriars Avenue.

Active Travel – 115 pins		
Street	Percentage	Count
unnamed road ¹	5%	6
Great Western Way	4%	5
Station Approach	3%	4
Barton Road	3%	4
Eign Street	3%	4
King's Acre Road	3%	3
Blackfriars Street	3%	3
St. Owen's Street	3%	3
Widemarsh Street	3%	3
Belmont Road	2%	2
St Martin's Street	2%	2
Rockfield Road	2%	2
Breinton Road	2%	2
Edgar Street	2%	2
Grimmer Road	2%	2
Plough Lane	2%	2
Victoria Street	2%	2
Roman Road	2%	2
Wye Bridge	2%	2
Commercial Road	2%	2
Hurdman Walk	2%	2
Three Elms Road	2%	2
City Link Road	2%	2
Grandstand Road	2%	2
Newtown Road	2%	2
Harold Street	2%	2
Yazor Road	2%	2
A438	2%	2
Roads with 1 response each		
Aylesbrook, Aylestone Hill, Bath Street, Bladon Crescent, Brampton Road, Brighton Grove, Broad Street, Broomy Hill, Canary Bridge, Cantilupe Street, Centurion Way, Chester Close, Church Street, College Road, Daw's Road, Fakenham Drive, Hinton Road, Holme Lacy Road, Holmer Roundabout, Ingestre Street, Ledbury Road, Lugwardine Bridge, Mill Street, Offa Street, Outfall Works Road, Penhaligon Way, Pomona Place, Priory Place, Sedgefield Road, St. Ethelbert Street, St. Martin's Avenue, Stonebow Road, Tavistock Drive, Victoria Bridge, West Street, Whitecross Road, Wordsworth Road and Wye Street		

Congestion

76 dropped a pin about congestion. Seven pins were dropped on Victoria Street in relation to congestion. The majority of comments highlighted that, because the road is one of the few routes across the River Wye, the road often gets congested and risks of serious congestion are high should accidents/damage to the bridge occur.

¹ 'unnamed roads' refer to any road without a name where a pin was dropped.

Comments on Edgar Street roundabout related to the impact of congestion on the area, air quality and the need for a bypass to relieve congestion on the area.

Comments about Belmont Roundabout discuss how the roundabout and traffic lights lead to congestion and traffic backing up over the bridge – one commenter argued that the flow of traffic worked better when the lights were switch off for a period of time.



Congestion – 76 pins		
Street	Percentage	Count
Victoria Street	16%	12
unnamed road ¹	9%	7
Belmont Roundabout	7%	5
Edgar Street Roundabout	5%	4
Commercial Road	5%	4
Edgar Street	4%	3
Belmont Road	4%	3
Widemarsh Street	4%	3
Ross Road	3%	2
A465	3%	2
Bewell Street	3%	2
City Link Road	3%	2
Walnut Tree Avenue	3%	2
Roads with 1 response each		
A438, B4224, Barton Road, Blackfriars Street, Blue School Street, Broomy Hill, East Street, Eign Gate, Gaol Street, Goodrich Grove, Hampton Park Road, Holmer Road, King's Acre Road, Newtown Road, Rockfield Road, Roman Road, Southolme Road, St Martin's Street, Station Approach, The Oval, The Stank, West Street, White Horse Street, Whitecross Road and Wyelands Close		

Email Responses

In addition to feedback received via Commonplace, residents and interested parties responded to the masterplan consultation via emails to Herefordshire Council's HCMP mailbox.

- 5 emails were logged
- 5 individual respondents were noted

Issues

Two out of five respondents are broadly supportive of the masterplan, two out of five are opposed to the masterplan, and one was relatively neutral.

Receiving feedback from organisations and residents from the Hereford area via email responses, there have been some queries and comments about how thoroughly inclusivity has been considered as well as general feedback on parking and traffic that has already been mentioned in the main Commonplace feedback.

Organisations and stakeholders

The email responses received by HC were, for the most part, sent by representatives of organisations or businesses (4). The organisations and businesses who responded via email are listed below, along with a summary of their response.

Organisation	Response Outline
Hereford Sustainable Transport Group:	<ul style="list-style-type: none"> - Highlight current challenges in terms of high levels of traffic, mostly generated from short journeys. - High levels of traffic as a result of a lack of attractive alternatives in terms of convenience, reliability and cost. - Highlight the importance of connectivity between Hereford and surrounding villages and market towns – with a transport network that reflects Hereford's position as a hub city for the county. - Transport network needs to facilitate travel from satellite villages/towns to the city centre and easy transfers between different buses/trains. - Agreement that Hereford lends itself to active travel and safety being a major factor discouraging the adoption of active travel measures. - Suggests the consideration of cargo-bicycle vehicles for deliveries in the city. - Highlights issues with new housing development in the surrounding areas - lacking infrastructure for public transports/active travel - Highlights the need for the masterplan to consider accessibility needs of an aging population
Hereford Hackney Carriage and Private Hire Association	<ul style="list-style-type: none"> - Highlighted issues around the lack of diversity in the city centre's offer to residents/visitors - Emphasised the need for a ring road /second bridge to alleviate the impact of through traffic - Emphasised the need for parking/affordable parking in the centre of the city to facilitate business

Natural England – West Midlands Area Team	<ul style="list-style-type: none"> - Suggestion on how to improve nutrient levels in the River Wye and Lugg through sustainable urban drainage schemes and natural flood management - Specific Park and Ride recommendations including possible locations and the need for shuttle buses at these locations - Encouragement of cycling solutions - Encourages carbon neutrality
Church Commissioners for England	<ul style="list-style-type: none"> - The CCE has recently submitted a planning for the first phase of the Western Urban Expansion site ‘Three Elms, North East Quarter’. - The CCE support the masterplan’s exploration of how best to facilitate movement between Hereford and the villages – in relation to the land at Three Elms - The CCE recommends that the ‘diverse bus service’ should also be a regular bus service, which is high frequency and reliable - The CCE recommends a full-coverage bus network to reduce car usage and upgrades to infrastructure including live arrival times boards and benches - Highlighted the issue of pavement parking and its impact on pedestrians - Highlighted specific improvements to Park and Choose sites, including the need for secure cycle storage, regular capped/free bus service and clear signposting to cycle and walking routes.
Letters/emails from residents	<ul style="list-style-type: none"> - Comments on difficulties accessing/the availability of information on the masterplan - Comments on the lack of detail in the masterplan

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