

Technical Report

Local Cycling, Walking & Wheeling Infrastructure Plan



for Herefordshire Council

February 2025

This is our report summarising work to develop a
Local Cycling, Walking & Wheeling Infrastructure Plan for
Herefordshire

This technical report is designed for council officers

Document control

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Introduction



This chapter introduces local cycling walking infrastructure
planning and its aims

**What is this
project?**



What is a local cycling, walking and wheeling infrastructure plan?

Why is this plan needed?

A local cycling, walking and wheeling infrastructure plan (LCWWIP) is a tool used by local authorities to help plan long-term investment in walking and cycling networks.

The main outputs of an LCWWIP are:

- A network plan of high priority walking and cycling routes.
- A prioritised list of projects to improve walking and cycling infrastructure, for future investment from central government and other sources of funding.
- A report which sets out the underlying analysis carried out and provides a narrative which supports the identified improvements and network.

This is an important step to help enable residents to become more active by walking, wheeling and cycling.

Why is Herefordshire Council developing a county-wide infrastructure plan for cycling and walking?

Across the county the council is building infrastructure which gives their residents, visitors and businesses the support they deserve, and this also applies for those who choose to walk, wheel and cycle in the county.

Injuries and deaths related to road traffic collisions, air pollution and physical inactivity are preventable. Across the county, everyday cycling, walking and wheeling should be for all ages and abilities. The council's plan is striving to make local journeys easier, increase footfall and spending on our local high streets, reduce road danger, and unlock the potential for growth in affordable housing.

Some of the county's roads are at a tipping point, and growth cannot be sustained without addressing transport. The cheapest, least disruptive way to improve capacity quickly is to do more to enable walking and cycling as transport, particularly for some shorter journeys in Hereford and the county.

What is the council aiming for?

The council's plan should contribute to enabling residents to live safe, healthy and independent lives; it should give children a great start in life by giving them space on our streets to stay active, and it should support the growth of the local economy in multiple ways, including by freeing up space on roads for those journeys which some will need to drive. This plan for new and existing infrastructure aligns with the council's County Plan 2020 – 2024.

A critical first step to increasing walking and cycling across the county is to plan where best to invest in infrastructure – to join up existing routes or create new ones.

Central government has published guidance for Local Cycling and Walking Infrastructure Plans (LCWIPs), through its Cycling and Walking Investment Strategy.

Herefordshire Council has taken that guidance and adapted it in ways which make it more relevant to their rural county, as well as expanding the remit to cover wheeling. This should enable the council to make strategic decisions on where to prioritise infrastructure in the short-term, and should help the council develop a long-term approach to designing local cycling and walking networks.

The goals for the council's LCWWIP include:

- Increase the council's opportunity for funding from central government and elsewhere for much-needed infrastructure for local transport active travel.
- Set out an indicative development plan for a joined-up network of active travel routes linking up places that people visit
- Provide a framework for prioritising funding for new infrastructure for active travel
- Set direction for infrastructure design
- Help consistency and efficiency in the delivery of our portfolio of local transport projects



About this project

Developing a county-wide walking and cycling network

Introducing our walking and cycling network

This report summarises the findings from Herefordshire's county-wide walking and cycling network study. The development of the walking and cycling network was led by Herefordshire County Council with the support of PJA and local stakeholders.

Herefordshire Council are also developing its new Local Transport Plan, which, along with the Local Plan, will set out the direction, policies and objectives to be pursued over the coming years. The underlying ambition for the Council is to enable a radical transformation in travel patterns; specifically, a reduction of trips by cars and other private motorised vehicles and an increase in active travel and use of public transport.

The core emphasis of developing a walking and cycling network across Herefordshire has been the importance of a holistic outlook. The role of a holistic active travel network is increasingly recognised in England by County/Borough and District authorities as they seek to expand network planning beyond urban areas, ensuring that walking and cycling improvements are available for all residents, regardless of their geography. Developing a holistic network has been central to the development of this walking

and cycling network, ensuring that proposals are strategic.

Project Objectives

- To set out an indicative development plan for a comprehensive network of active travel routes linking up all relevant origin and destination locations throughout the county.
- To provide a framework for prioritising routes according to their potential to increase and sustain commuting, leisure and other trips by means of active travel
- To outline indicative infrastructure improvements to inform potential future schemes.
- To support the development of bids for active travel schemes.
- To establish alignment between different strategic and infrastructure plans throughout the county, ensuring consistency and coherence in the design of active travel infrastructure.





Our approach

LCWWIP methodology

This chapter provides an overview of the LCWWIP process and its application in Herefordshire. The DfT technical guidance for authorities developing an LCWWIP outlines a methodical approach to planning and delivering cycling and walking infrastructure. This process is based on six stages outlined on page [Table 1 on page 21](#).

A LCWWIP focuses on future walking and cycling schemes rather than the existing network. LCWWIPs should be evidence-led and comprehensive. They should identify a pipeline of investment over a ten-year period to ensure the delivery of a complete walking and cycling network over an appropriate scale (see LCWWIP Stages 1 and 2). Walking and cycling improvements should be delivered coherently, especially within core walking zones (see Stage 4).

The goal of a LCWWIP is to increase cycling and walking usage by targeting routes and areas where more people might choose these modes over other forms of travel. Therefore, a LCWWIP should consider overall travel demand, not just existing walking and cycling trips.

The geographic scope for cycling and walking elements can differ, but integrating their planning can create efficiencies and prevent one mode from compromising the other.

LCWWIP Stages

1	Determining Scope	Establish the geographical extent of the LCWWIP, and arrangements for governing and preparing the plan.
2	Gathering Information	Identify existing patterns of walking and cycling and potential new journeys. Review existing conditions and identify barriers to cycling and walking. Review related transport and land use policies and programmes.
3	Network planning for cycling	Identify origin and destination points and cycle flows. Convert flows into a network of routes, audit these routes and determine the type of improvements required.
4	Network planning for walking	Identify key trip generators, core walking zones and routes, audit existing provision and determine the type of improvements required.
5	Prioritising improvements	Prioritise improvements to develop a phased programme for future investment.
6	Integration & Application	Integrate outputs into local planning and transport policies, strategies and delivery plans.

Table 1 Stages of an LCWWIP



Introducing the study area for this project and highlighting the key towns and settlements which have been considered as part of this LCWWIP

Study area



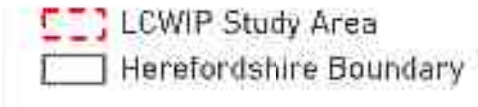
Study Area

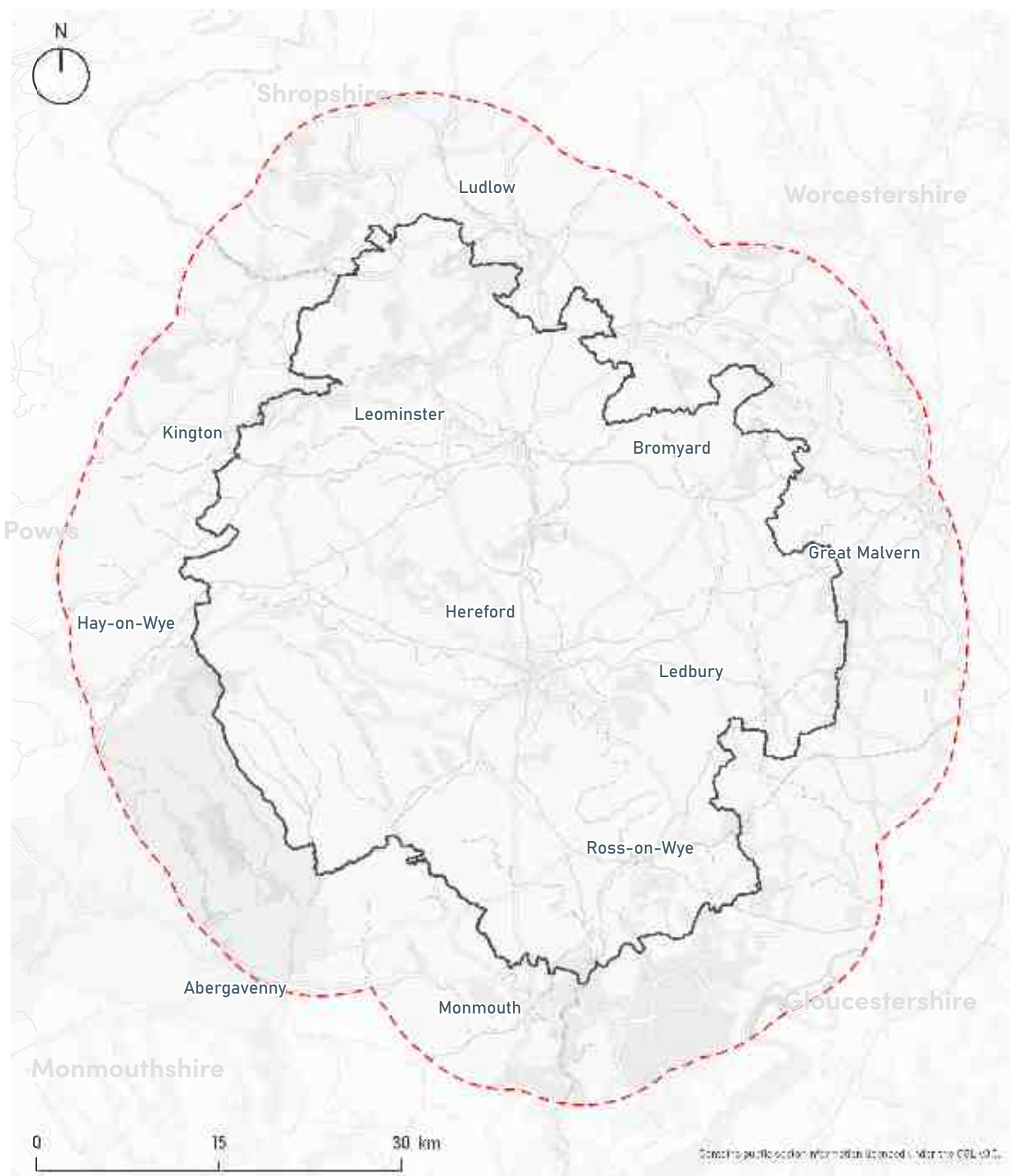
The study area comprises Herefordshire county. Consideration has also been given to the areas bordering Herefordshire county, recognising cross-boundary connections may be required.

The LCWWIP identifies routes within Hereford city and also routes in rural Herefordshire.


The primary focus of the LCWWIP is the city centre of Hereford and Herefordshire's five market towns. This is because these areas have the greatest planned growth and greatest funding potential.

However, the scope of the LCWWIP also covers smaller towns, villages and settlements across the county, recognising the need and desire for people in rural areas to connect to key destinations by walking, wheeling or cycling.





Map 1 Study Area



This chapter summarises the context for the county-wide walking and cycling network, with a particular focus on the policy framework and major developments proposed in Herefordshire.

Policy alignment



National policies

The national policy context for walking and cycling in the United Kingdom has seen significant developments in recent years. Since the publication of the Cycling and Walking Investment Strategy in 2017, there has been growing recognition of the benefits of active travel in promoting physical health, reducing air pollution, and addressing climate change.

The acceleration of national policy notable since 2020, with the Department for Transport’s publication of Gear Change and the revised Local Transport Note 1/20 ‘Cycle Infrastructure Design’. These policies have introduced substantial changes shaping the future of transport planning and design in the UK. Both documents prioritise measures to encourage increased levels of walking and cycling.

Aligned with these new strategies, there has been a significant increase in funding for walking and cycling infrastructure programmes. The government has made substantial investments, including through the Cycling and Walking Investment Strategy and a £2 billion package in 2020 to boost cycling and walking nationwide.

The shift in policy was further accelerated by the COVID-19 pandemic. In response, the government launched the Emergency Active Travel Fund in 2020, providing emergency funding to local authorities for temporary cycling and walking infrastructure improvements, such as pop-up cycle lanes and widened pavements, to facilitate safe and socially distanced active travel during lockdowns.

Recent policy changes have placed a stronger emphasis on active travel. The National Planning Policy Framework was updated in 2021, requiring new developments to prioritise walking and cycling infrastructure.

Thus, national policies have increasingly focused on promoting walking and cycling across the country. Pages 22 to 33 provides further information on key policies that have shaped the government’s priorities in this area.

Each national policy has been given a RAG rating, to assess each policies alignment against the objectives of this project. This has been separated into the following categories shown in [Table 2 on page 29](#).

Alignment	RAG
1 Strong alignment	
2 Reasonable alignment	
3 Lack of tangible evidence of alignment	
4 Moderate misalignment	
5 Strong misalignment	

Table 2 Level of alignment to national policy context



Cycling and Walking Investment Strategy (CWIS)⁹

Department for Transport

2017



Alignment with this project

Strong alignment

The Cycling and Walking Investment Strategy outlines the government’s ambition to make cycling and walking a natural choice for shorter journeys, or as part of longer journeys by 2040. To achieve this, the strategy set a range of objectives to be achieved by 2020, which included;

- (a) Increase cycling activity
- (b) Increase walking activity
- (c) Reduce the rate of cyclists killed or seriously injured on England’s roads
- (d) Increase the percentage of children aged 5 to 10 that usually walk to school

Further, the Strategy sets the aim to double cycling and walking activity and to increase the percentage of children aged 5 to 10 who usually walk to school from 49% to 55% by 2025.

Local Cycling and Walking Infrastructure Plans are set out with the strategy and were considered as a new, strategic approach to identifying cycling and walking improvements required at the local level.

Local Cycling and Walking Infrastructure Plan: Technical guidance for Local Authorities



Department for Transport

2017

Alignment with this project	Strong alignment
-----------------------------	------------------

LCWIPs were first set out in the government’s Cycling and Walking Investment Strategy (CWIS). LCWIPs are intended to provide local authorities with a long-term approach to developing walking and cycling networks, ideally over ten years.

Developing an LCWIP should include desktop analysis of existing and future behavioural trends, site auditing of existing conditions for walking and cycling, and prioritisation of recommended design measures.

The key outputs from a LCWIP are:

- (a) Network Plan for Walking and Cycling identifying preferred cycling routes and walking zones for development
- (b) Programme of prioritised infrastructure improvements
- (c) Report summarising the work undertaken to inform the LCWWIP network development

The DfT’s LCWWIP guidance provides a recommended approach to developing LCWWIPs. However, developing walking and cycling networks using the LCWWIP technical guidance is unlikely to identify important strategic routes in more rural locations, which are vital in developing a holistic network.



Gear Change: A bold vision for cycling and walking

Department for Transport

2020



Alignment with this project	Strong alignment
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The Cycling and Walking Plan for England, ‘Gear Change: a bold vision for cycling and walking’, was published on 27 July 2020. The plan sets out the government’s shift in transport policy: to prioritise active travel over single-occupancy private vehicles.

The plan set the following vision:

“Places will be truly walkable. A travel revolution in our streets, towns and communities will have made cycling a mass form of transit. Cycling and walking will be the natural first choice for many journeys with half of all journeys in towns and cities being cycled or walked by 2030.”

The plan recognises the need to take action to tackle the barriers to active travel, providing better quality infrastructure to make sure people feel safe and confident cycling.

To receive government funding for local highway investment where the main element is not cycling or walking improvements, there will be a presumption that all new schemes will deliver or improve cycling infrastructure to the new standards unless it can be shown that there is little or no need for cycling.

The plan also recognises the need to reduce rat-running on residential side streets through more low traffic neighbourhoods (LTNs) as well as creating cycle, bus and walking corridors by closing a limited number of main roads to through traffic except for buses and access.



Figure 1 An extract of the government's key principles to enable a gear change in active travel



Local Transport Note 1/20 - Cycle Infrastructure Design

Department for Transport

2020



Alignment with this project	Strong alignment
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The DfT’s Cycle Infrastructure Design establishes much higher standards for cycling infrastructure in this country, including geometric requirements.

Rather than a strict set of standards, or a “one size fits all” approach, LTN 1/20 encourages designers to consider the context when designing cycling infrastructure. For example, it identifies what level of protection from motor traffic is appropriate based on the speed and volume of traffic, noting these are not fixed. For example, it makes specific reference to physical and legal measures to control access and motor vehicles’ speeds, and notes that such measures can bring wider environmental benefits by reducing noise, air pollution and traffic danger. It notes:

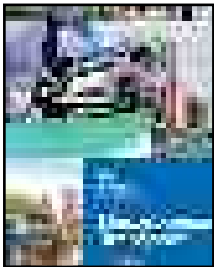
“Encouraging through traffic to use main roads can provide benefits for pedestrians and residents, particularly children and vulnerable adults as well as enabling cycling. This can be achieved through implementing measures such as turning bans, one-way streets and modal filters.”

Section 1.3.2 of the document states that LTN 1/20 should be applied when identifying the infrastructure required to create good quality cycle networks when preparing the LCWWIP or other local network plans for cycling.

Decarbonising Transport: a Better Greener Britain

Department for Transport

2019



Alignment with this project

Strong alignment

In June 2019, the UK became the first major global economy requiring net-zero greenhouse gas (CO2) emissions by 2050. In July 2021, the DfT produced this policy document, which set out the government’s commitment to achieving net-zero CO2 emissions by 2050 and eradicating the over-reliance on private cars and instead focusing on sustainable, active modes of travel.

Key pledges made within the report include; investing £2 billion into walking and cycling infrastructure over five years with the aim that half of all journeys in towns and cities will be cycled or walked by 2030, deliver a world class walking and cycling network by 2040 and reducing barriers to sharing data across the transport sector.

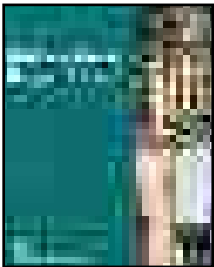
The LCWWIP is aligned with this plan, particularly strategic priority 1 – accelerating the modal shift to public and active transport.



National Model Design Code

Department for Transport

2021



Alignment with this project

Strong alignment

Building on the 2019 National Design Guide, the National Model Design Code is intended to inform local design guides and codes or, in the absence of local guidance, act in their stead. It places local communities at the heart of plans to make sure that new developments reflect the history and unique character of their areas and are beautiful and well-designed.

The code places great weight on Manual for Streets and Manual for Streets 2, which continue to represent good practice in street design. Paragraph 58 outlines that a connected network of streets, good public transport and the promotion of walking and cycling are key principles for movement.

National Planning Policy Framework

Department for Transport

2023



Alignment with this project

Strong alignment

The NPPF has been revised to implement policy changes in response to the Building Better Building Beautiful Commission “Living with Beauty” report and incorporate the increased focus on design. The NPPF sets out the Government’s planning policies for England and how these should be applied. It must be considered in preparing local development plans and is a material consideration in planning decisions. At the heart of the framework, is a ‘presumption in favour of sustainable development’.

Within Chapter 9 ‘Promoting sustainable Transport’, Paragraph 110 is of particular relevance requiring the design of streets, parking areas, other transport elements and the content of associated standards reflects current national guidance, including the National Design Guide and the National Model Design Code. Paragraph 106 makes specific reference to LCWWIPs as a means for providing attractive and well-designed walking and cycling networks.

Chapter 8 ‘Promoting Healthy and Safe Communities’ also recommends promoting social interaction with:

“...street layouts that allow for easy pedestrian and cycle connections within and between neighbourhoods, and active street frontages”.



Cycling and Walking Investment Strategy 2 (CWIS2)

Department for Transport

2022



Alignment with this project	Strong alignment
-----------------------------	------------------

The second cycling and walking investment strategy outlines the government’s ambition to make cycling and walking the natural choice for shorter journeys or as part of a longer journey by 2040.

The aims and targets in the first cycling and walking investment plan, the vision set out in Gear Change and changes brought by the COVID-19 pandemic have informed a revised set of objectives to increase the number of journeys walked or cycled across England. The CSWI2 has set the following objectives:

- To increase short journeys by bike and on foot to 46% by 2040.
- To double cycling from 0.8 million stages to 1.6 billion stages by 2040.
- To increase walking activity to 300 stages per person per year by 2040.
- To increase the percentage of children walking to school to 55% by 2040.

A Green Future: Our 25 Year Plan to improve the Environment

Department for Transport

2018



Alignment with this project

Strong alignment

This 25-Year Environment Plan sets out government action to help the natural world regain and retain good health. It aims to deliver cleaner air and water in our cities and rural landscapes, protect threatened species and provide richer wildlife habitats.

The first of the 25-year goals is to achieve clean air, including by:

“Meeting legally binding targets to reduce emissions of five damaging air pollutants. This should halve the effects of air pollution on health by 2030.

Ending the sale of new conventional petrol and diesel cars and van...”

There is little specific reference to walking and cycling – but it says: “The transport sector is responsible for around 40% of the UK’s final energy use, and contributes to local air quality issues...we will become a world leader in shaping the future of mobility, including the low carbon transport of the future.”

Early priorities include:

“Establishing a flexible regulatory framework to encourage new modes of transport and new business models.

Seizing opportunities and addressing the challenges of moving from hydrocarbon to zero emission vehicles.

Preparing for a future of new mobility services, increased autonomy, journey-sharing and a blurring of the distinctions between private and public transport.”



Working together to promote active travel

Public Health England

2016

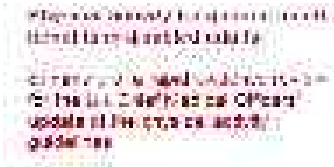


Alignment with this project

Strong alignment

“Working Together to Promote Active Travel” is a guidance document published by Public Health England in 2016. The document aims to provide guidance for local authorities and public health professionals on how to promote active travel, such as walking and cycling, to improve health outcomes and reduce carbon emissions.

The guidance document emphasises the importance of collaboration and partnership working to promote active travel and improve health outcomes and provides practical guidance on how this can be achieved.



This LCWWIP aims to increase the levels of walking, wheeling and cycling in Herefordshire, thereby increasing levels of moderate physical activity in people living, working and visiting the area.

Plan for Drivers

Department for Transport

2018



Alignment with this project

Moderate misalignment

In October 2023, the UK Transport Secretary launched 'The plan for drivers' a 'new 30-point plan to support people's freedom to use their cars and curb over-zealous enforcement measures'. The plan for drivers poses a potentially detrimental impact on walking and cycling. This is because the document indicates a significant shift in transport policy away from active travel to private car use.

Proposals outlined within the plan that could be detrimental to walking and cycling include:

- (1) Bus lanes only when they are needed
- (12) Right speed limits in the right places
- (18) Challenge unfair parking rules
- (19) Find parking more easily

Despite concerns, there are proposals outlined within the Plan that could be beneficial for walking and cycling:

- (8) Better road data Provide local authorities with access to new technologies, enabling them more easily to identify and deal with road defects like potholes.
- (11) Cutting-edge traffic flow management – Making use of machine learning and AI to optimise traffic flow and balance traffic across city centres.

Overall, the Plan for Drivers appears to place cars at the centre of future transport planning decisions rather than taking into account an integrated multi-modal approach. Therefore, there is a risk that active travel interventions are disregarded in favour of prioritising motorists.



Local & regional policies

Herefordshire Council is committed to promoting active travel. Recognising the need to adapt future transport systems to address the challenges of the 21st century, such as the climate emergency and public wellbeing, the Council sees an urgent need to rethink investment in transport infrastructure.

The Council already has established policy commitments to increase walking and cycling across the county. Sustainable transport is embedded throughout the Council's strategies, prominently featured within Herefordshire Council Plan 2024 – 2028. In particular, the priority around 'people' focuses on enabling residents to realise their potential, to be healthy and benefit from communities that help people to feel safe and supported.

Currently, the Council is updating its Local Transport Plan, which originally covered the period from 2016 to 2031. Recognising the dynamic nature of transport needs, Herefordshire Council has refreshed its transport strategy to support economic growth, improve health and wellbeing, and reduce the environmental impacts of transport.

The LCWWIP will align with the Council's ambitious transport goals, aiming to establish high-quality active travel links and promote a shift from private cars to walking, wheeling, and cycling.

Each local policy has been given a RAG rating, to assess each policies alignment against the objectives of this project. This has been separated into the following categories shown in [Table 3 on page 43](#).

Alignment	RAG
1 Strong alignment	
2 Reasonable alignment	
3 Lack of tangible evidence of alignment	
4 Moderate misalignment	
5 Strong misalignment	

Table 3 Level of alignment to local and regional policy context



Herefordshire Local Transport Plan Objectives

Herefordshire Council

2024



Alignment with this project	Strong alignment
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Herefordshire’s Local Transport Plan (LTP) is a policy framework and statutory document that sets out how the council intends to plan, manage and deliver transport across the county in order to achieve its economic, environmental, health and social ambitions. The new LTP will seek to replace the current strategy, adopted in 2016 and seeks to provide an overarching strategy for transport across the county alongside a more detailed implementation plan.

In 2024, Herefordshire Council approved the following objectives for the new LTP:

LTP Objective	Alignment
Supporting a thriving and prosperous economy – by creating a sustainable, reliable and integrated transport network that includes investing in new infrastructure, improving access to new housing, employment land, facilities and services, education and training.	Establishing a robust cycling and walking network will create sustainable transport options and enhance access to housing, job opportunities, services, and education, contributing to economic growth.
Enabling healthy behaviours and improving wellbeing – by providing the right facilities and environment for a wide range of travel modes (including walking, wheeling, cycling, bus, community transport and rail) to increase readily-available transport choices for everyday journeys.	Safe and accessible walking and cycling routes will encourage active travel, leading to better health outcomes.
Tackling climate change and protecting and enhancing the natural and built environment – by creating a transport system offering viable low emission options for most journeys, by influencing the way in which we travel, the way we make decisions and deliver transport options.	A coherent cycling and walking network will provide people with an attractive alternative to relying on private motor vehicles, contributing to offering viable low emission options for journeys.
Developing a safe and coherent walking and cycling network will encourage active travel as viable options, promoting social inclusivity by providing affordable and accessible means of travel for all.	Developing a safe and coherent walking and cycling network will encourage active travel as viable options, promoting social inclusivity by providing affordable and accessible means of travel for all.
Improving transport safety and security – by reducing the negative impacts of transport on people, ensuring our communities are safe, perceived as safe and more pleasant places to live.	The LCWWIP will seek to provide recommendations and interventions which seek to provide safer routes for walking and cycling.

Herefordshire Council Plan 2024 – 2028

Herefordshire Council

2024



Alignment with this project

Strong alignment

The Herefordshire Council Plan 2024 – 28 sets out council priorities for the next four years and a commitment to delivering the best for Herefordshire.

The overarching vision for the county is: Delivering the best for Herefordshire in everything we do.

The Herefordshire Council Plan 2024 – 28 outlines the council’s priorities in four areas:

1 People

We will enable residents to realise their potential, to be healthy and benefit from communities that help people to feel safe and supported.

2 Place

We will protect and enhance our environment and ensure that Herefordshire remains a great place to live. We will support the right housing in the right place and do everything we can to improve the health of our rivers.

3 Growth

We will create the conditions to deliver sustainable growth across the county. We want to attract inward investment, create more jobs, enable housing development and provide the right infrastructure to keep Herefordshire moving forward.

4 Transformation

We will be an efficient council that embraces best practice, delivers innovation through technology and demonstrates value for money.

An underpinning theme of the document is the importance of partnership working, central to the council’s success and to delivering the best for residents. Additionally, a core aspect of the strategy is reducing congestion and increasing employment opportunities. The strategy states that this includes active travel, rail connectivity and improved road infrastructure. Therefore, the objectives of the LCWWIP are aligned with the council plan, particularly to enhance active travel opportunities across the region.



Herefordshire Local Plan – Strategic Policies Document

Herefordshire Council

2024



Alignment with this project

Strong alignment

In November 2020, Herefordshire Council deemed it necessary to update the Herefordshire Local Plan Core Strategy (2015) following a review of the adopted plan and in light of recent policy changes.

The Local Plan 2021 – 2041 will set out the planning framework for the county for the period to 2041 and will cover issues such as housing provision, the economy, retail and town centres, infrastructure provision and the environment. It will also set out policies by which planning applications will be determined, in addition to the allocation land for housing, employment and other uses.

In 2024, the Draft Local Plan Strategic Policies were published. The vision of the Local Plan is separated into three key themes: Environment, Community and Economy. Informing the vision are a series of objectives which reflect the issues that the plan is seeking to address. Relevant objectives to the LCWWIP include:

- (11) To provide inclusive connectivity, development and infrastructure for all
- (14) To support good health and wellbeing, through easy access to open space, sports facilities and active travel options

The Local Plan also provides a series of policies which will set out the approach the Council will take. Key policies of relevance to active travel include:

- Policy EE1: Protecting and enhancing the quality of the natural environment (Objective 5 & 9)
- Policy HSC3: Green & blue infrastructure (Objective 5)

Overall, the Strategic Policies Document strongly supports the improvement of walking and cycling infrastructure across the county. Specifically, policy EE1 is directly focused on establishing new walking and cycling connections and aligning with the concept of ‘well-connected neighbourhoods.’ This initiative aims to offer safe options for people to walk, wheel, cycle, or use public transport for their daily activities, thereby reducing reliance on cars, especially for short distances. Consequently, there is a robust correlation between the Local Plan and the promotion of active travel.

Herefordshire Local Plan – Place Shaping Document

Herefordshire Council

2024



Alignment with this project

Strong alignment

Associated with the development of the Draft Local Plan is the creation of Place Shaping Policies. The document provides bespoke policies to promote the sustainable growth of Hereford, Bromyard, Kington, Ledbury, Leominster, Ross-on-Wye and rural areas through housing and employment. Policies that align with the LCWWIP include:

Policy HERE4: Supporting movement in and around Hereford

- Improvements to public realm and green infrastructure corridors that act as pedestrian and cycle routes
- New development in Hereford must ensure accessibility to the city centre, public transport services and other key destinations, through a choice of travel options, including provision of active travel links. This will encourage walking and cycling for shorter journeys, helping to ease traffic congestion within the city and promote healthier living.

Policy BROM1 / KING1 / LEOM1 Strategic development for Bromyard, Kington and Leominster respectively

- Safeguard, enhance and extend access to green and blue spaces and networks for active travel along the dismantled railway, Rivers and Public Rights of Way to the surrounding countryside.

Policy ROSS2: Land to the east of Ross-on-Wye

- Good quality, attractive and well lit active travel links towards the town centre, employment sites, community facilities and surrounding countryside, including towards the Town & Country Trail.

Policy RURA4: Rural strategic transport

- A new railway station or parkway including bus and active travel infrastructure along the Hereford and Abergavenny rail line will be supported to enable a shift to a more sustainable transport network.

Throughout the document, there is a recognition that new developments must ensure accessibility to town centres and surrounding countryside by means other than private motor vehicles and promote active travel through safe pedestrian and cycle links into the town. This in turn will encourage people to walk or cycle for shorter journeys. The document also states a desire for active travel routes to be lined with species-rich berry bearing shrubs and pollen and nectar-rich flowers through creating windflower-rich grassy margins to create edible and pollinator pathways.



New Road Strategy for Hereford

Herefordshire Council

2024



Alignment with this project

Reasonable alignment

In 2024, Herefordshire Council approved the progression of the Hereford Western Bypass, linking the A49 north and south of the city.

Although the report is predominately focused on enhancing private motor vehicle capacity across the city, the decision to progress the Hereford Western Bypass contributes significantly to future walking and cycling infrastructure along and around the city centre, primarily focusing on the A49.

The report notes that the creation of the Western Bypass would reduce traffic in the city centre, making for a more pleasant environment and creating conditions for better facilities for walking, cycling and buses.

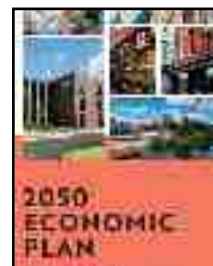
The report also highlights the Council’s aspirations to de-trunk the A49 once the Western Bypass has been completed and notes the creation of the road would contribute to reducing traffic along the key routes of Edgar Street, Blue School Street and Commercial Road. As such, supporting measures which take best advantage of the reduction in traffic through the city centre, especially the A49 which currently causes severance for pedestrians and cyclists wishing to travel east/west are vital.

Overall, whilst the report is focused on a new road strategy for the city, there is reasonable alignment with the LCWWIP given the wider benefits the strategy may have on reducing traffic in the city centre as well as a strong recognition throughout the report that additional investment in complementary active travel measures is vital to take advantage of the reduction in traffic in the city centre.

Big Economic Plan 2050

Herefordshire Council

2022



Alignment with this project

Reasonable alignment

The Herefordshire Big Economic Plan, a strategic document from Herefordshire Council, outlines the vision and objectives for the county's economic development, emphasising sustainable growth and a vibrant, healthy, zero-carbon, and inclusive environment.

The vision encompasses six key elements: People, Enterprise, Investment, Community & Partnerships, Infrastructure, and Environment & Climate Change, with a specific focus on the importance of active travel for reliable transport infrastructure.

The plan also sets out the outcomes that Herefordshire Council will achieve and deliver over the next 5 years (2022 - 2027). Key actions of relevance to active travel include:

- A Encourage residents to be active, getting outdoors, volunteering and using active travel**
- B Enable modal shift by delivering current active travel programmes**

While the plan encourages active lifestyles and pledges to improve active travel, the 'monitoring progress' section lacks detailed strategies and measurable metrics focusing on active travel. This is potentially problematic as there is an inability to gauge the effectiveness of interventions. Moreover, the plan primarily emphasises continuing current programmes rather than exploring how active travel and economic growth can be interlinked. This potentially could result in active travel being disregarded despite its positive relationship with improving economic growth.



Herefordshire Joint Local Health and Wellbeing Strategy

Herefordshire Council - Health and Wellbeing Board

2023



Alignment with this project	Moderate misalignment
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The Joint Local Health and Wellbeing Strategy, published in 2023, outlines Herefordshire’s vision for improving health and wellbeing over the next decade. This vision for the county is stated as ‘Good health and wellbeing for everyone’ and is supported by four ambitions:

- Thriving Communities
- Healthy and Sustainable Places
- Opportunity for all
- Healthy People

Despite the strong connections between walking, cycling, and health, the Strategy lacks recognition of the benefits of active travel. While there are mentions of active travel opportunities, the document lacks substantive actions and recognition of active travel’s importance, potentially leading to misalignment with the Local Cycling and Walking Infrastructure Plan (LCWWIP).

Right of Way Improvement Plan

Herefordshire Council

2022



Alignment with this project

Reasonable alignment

The Rights of Way Improvement Plan offers an objective and strategic perspective on the rights of way network within the county. It aims to benefit various user groups, including walkers, cyclists and horse riders, as well as more vulnerable individuals such as older people, young people, and disabled users.

The plan outlines a series of enhancements to the rights of way network, which have been identified through consultation with parish councils, users, landowners, and the general public. Noteworthy improvements include the establishment of car-free connections with nearby villages and amenities, including bus routes. Additionally, the plan prioritises the creation of safer routes for walking, cycling, and horse riding, preferably by establishing pathways away from major roads.

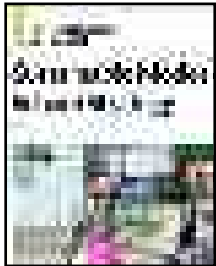
The objective of the plan is to optimise the rights of way network, ensuring accessibility and safety for a diverse range of users. By addressing the needs and preferences of different user groups, the plan aims to improve the overall experience and usability of the network.



Sustainable Modes of Travel to School Strategy

Herefordshire Council

2018



Alignment with this project

Strong alignment

The Sustainable Modes of Travel to School Strategy outlines how Herefordshire Council will promote and facilitate sustainable travel to and from schools through a variety of activities, most notably; road safety education, school engagement and infrastructure delivery. Its vision is to have a fully integrated transport system whereby every pupil within Herefordshire has the option to travel to and from school through active travel choices where appropriate; helping to improve health and safety as well as reducing the reliance on short distance car journeys.

The objectives of the strategy are threefold: To improve the safety of pupils and parents, to improve the health and well-being of pupils and to reduce congestion during peak times.

To deliver the objectives and vision of the strategy, several actions have been set out to improve the provision of sustainable transport in Herefordshire. This includes:

- (3) Improve the number of up to date school travel plans - by engaging with schools through our delivery partner.
- (7) Continue the delivery of our long-term behavioural change projects with schools
- (9) Provide walking and cycling promotions to secondary schools and colleges of higher education.
- (15) Feed the needs of pupils into the Local Cycling and Walking Infrastructure Plan (LCWWIP)

Overall, the document strongly aligns with the LCWWIP in terms of seeking to encourage children to walk and cycle to school, reducing the overreliance on private motor vehicles and establishing a shift in behaviour towards active travel.

Herefordshire Physical Activity Strategy

Herefordshire Council

2024



Alignment with this project

Reasonable alignment

Herefordshire’s Physical Activity Strategy outlines the priorities for promoting physical activity in the county over the next five years (2021-2026). The overarching goal is to ensure that every individual has the opportunity to engage in physical activity, leading to improved well-being and healthier lives within their local community.

The strategy emphasises the importance of creating environments that encourage regular physical activity in daily life. It recognises that a lack of accessible transport routes poses a significant barrier to active travel. Therefore, the strategy includes an action plan aimed at creating a healthier county. Key actions involve developing a communication plan and integrating physical activity into everyday practices.

However, despite the strong vision and ambition, there is a notable absence of tailored recommendations specifically focused on enhancing cycling throughout the county. It is expected that further information will be provided regarding efforts to improve the quality of active travel routes across the county.



Green and Blue Infrastructure Strategy 2023

Herefordshire Council

2018



Alignment with this project

Strong alignment

Prepared by LUC in 2023, the Green and Blue Infrastructure report is fast becoming recognised as a key feature in enabling both local and global communities to tackle environmental, societal and economic challenges.

The strategy describes the network of natural and semi natural features as well as ‘blue’ assets such as rivers, ponds and lakes that exist across the county.

The Green and Blue Infrastructure is not limited to traditional green spaces such as parks and can involve various interventions to thread nature into streetscape or to increase connectivity between assets at various landscape scales.

Of particular interest to the LCWWIP is Chapter 6. Specifically:

- WV7 Green and Blue Infrastructure Priority Project – Potential to connect Holme Lacy with Hereford and the Hereford Enterprise Zone via active travel links along the river or disused railway lines
- GV2 Green and Blue Infrastructure Priority Project – Golden Valley Railway Line opportunities to extending the Public Right of Way along this corridor to provide an active travel route, which would connect to the Herefordshire Trail.
- KW1 Leominster to Kington Railway active travel route – Re-establish the former Leominster to Kington railway as a nature corridor through tree planting and hedgerow restoration. Explore opportunities to establish an active travel route in the long term.
- RW1 Ross on Wye River Walk – Expand River Walk at Ross-on-Wye with an extension south along the Old Railway corridor from Hildersley to Tudorville.
- BA5 Disused railway nature corridor and active travel route – Explore opportunities to reinforce the disused railway line connecting Bromyard to Worcester and Bromyard to Leominster.

The chapter sets out a wide range of proposals across the county. However, the strategy does not mention the feasibility or practicality of proposals, nor does it provide an understanding of potential land ownership constraints that may exist along the route.

Strategic Transport Plan

Midlands Connect

2018



Alignment with this project

Strong alignment

The Midlands Connect Strategic Transport Plan presents an ambitious vision for the region, emphasising strategic investments in road and rail infrastructure and promoting regional collaboration. Within the plan, several key projects are identified for Hereford, including improving pan-rail connectivity between Hereford, Birmingham, and London. However, the strategy acknowledges the need for further efforts to ensure that more people access the rail system through sustainable transport modes.

While the document demonstrates a strategic outlook, it does not prioritize walking and cycling interventions explicitly. The responsibility for delivering cycling and walking initiatives lies with the Local Transport Authority. Nevertheless, the strategy highlights the importance of incorporating sustainable transport behaviours, such as walking, cycling, and public transport, in new housing developments across the region. The aim is to discourage the incorporation of high-capacity and high-speed roads and instead promote sustainable transportation options.

Overall, the Strategic Transport Plan by Midlands Connect envisions strategic investments and collaboration to enhance transportation infrastructure in the region. While walking and cycling interventions are not prominently featured, there is an emphasis on embedding sustainable transport practices in new housing developments.



This chapter presents a step-by-step framework which demonstrates how and why change is expected to happen as part of the development of county-wide strategic active travel network.

Previous projects



Past studies

Across Herefordshire, various studies have assessed the feasibility of active travel projects. These studies, though varying in completeness, are crucial for understanding the existing landscape. Recognising these studies helps avoid duplication of effort and provides opportunities to build on prior work, especially in areas with high anticipated demand.

The studies listed below will be integrated into the final list of routes, ensuring that the Local Cycling, Walking and Wheeling Infrastructure Plan (LCWWIP) offers a comprehensive overview of active travel initiatives. These routes will be prioritised and incorporated into the final project list to ensure a holistic approach to understanding active travel across the region.

It is important to note that the previously completed studies are not affiliated with PJA and have been assessed objectively.

Previous Studies

Hereford to Hay-on-Wye Feasibility Study

Bromyard to Leominster Greenway Feasibility Study

Golden Valley Greenway Implementation

Leominster Market Town Study

Ross-on-Wye Movement Study

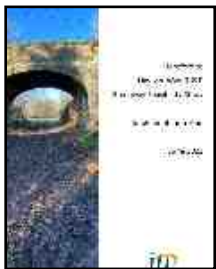




Hereford to Hay-on-Wye Greenway Feasibility Study

Integrated Transport Planning

2022



In 2022, the Worcester Bromyard Leominster Greenway Community Interest Company commissioned a study to assess the feasibility of a potential 35km multi-user active travel route along the former rail line between Hereford and Hay-on-Wye. This is shown [Map 2 on page 61](#). This route would pass through several villages and towns, including Credenhill, Norton Canon, and Eardisley, providing these settlements with active travel connections.

The estimated total cost of constructing the greenway, based on concept designs, is £9.1 million, with a Benefit Cost Ratio of £5.68 for every £1 invested. However, costs for similar completed schemes range from £21.5 million to £50.75 million. While the study identified opportunities for quick wins such as signage, wayfinding, and vegetation clearance, the route also requires bridge repairs, new bridges, and new road crossings, which will significantly increase design and construction costs.

A key issue noted in the study is that the majority of the greenway is under private ownership, with long sections being active agricultural land. This contrasts with other successful greenways, which are partially or fully owned by the Council. The mechanisms and strategy for securing landowner support were outside the scope of the feasibility study and are not accounted for in the construction costs.

Overall, the potential greenway would encourage more people to walk and cycle, aligning with the objectives of the LCWWIP. However, high construction costs and landownership issues pose significant challenges to implementation.



Map 2 Hereford to Hay-on-Wye Greenway Feasibility Study



Bromyard to Leominster (WBL) Greenway Feasibility Study

Integrated Transport Planning

2022

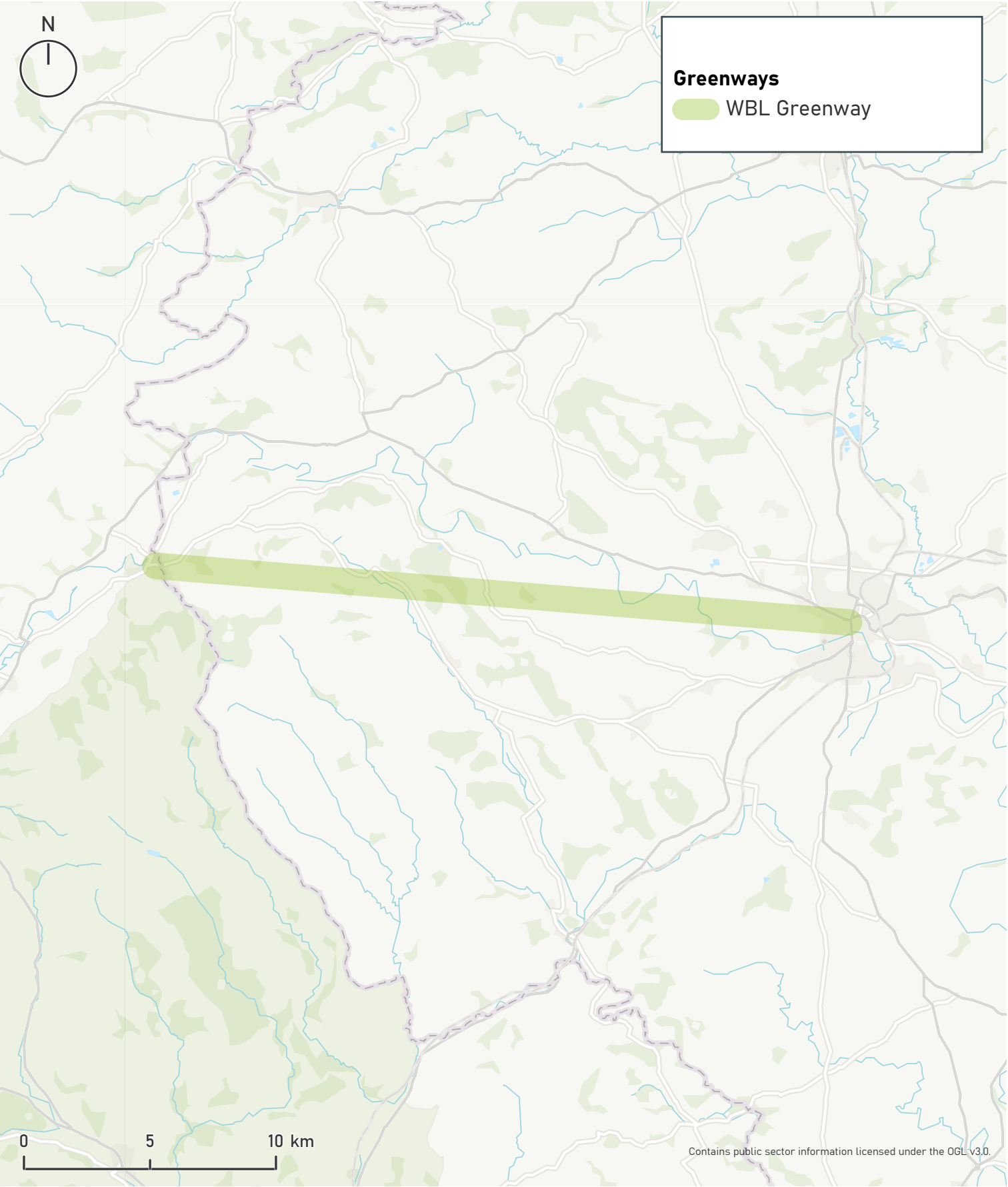


In 2022, the Worcester Bromyard Leominster Greenway Community Interest Company commissioned a study to assess the feasibility of a 30km multi-user active travel route along the former rail line between Bromyard and Leominster. This is shown [Map 3 on page 63](#). This route follows a disused railway line dating back to 1897 and meanders through predominantly rural Herefordshire. The prominence of the line varies due to overgrown vegetation and land under private ownership.

The estimated total cost of constructing the greenway, based on concept designs, is £6.7 million, with a Benefit Cost Ratio of £5.00 for every £1 invested. However, costs for similar schemes, such as the Active Travel Corridor from Bewdley to Wyre Forest and a ‘cycle superhighway’ scheme, range between £25 million and £44 million. The study acknowledges that these cost estimates are based on an indicative route through Bromyard town centre and are relatively high level at this early stage of feasibility.

A key issue noted in the study is that most of the greenway is under private ownership, with long sections being active agricultural land. This contrasts with other successful greenways, which are partially or fully owned by the Council. The mechanisms and strategy for securing landowner support were outside the scope of the feasibility study and are not accounted for in the construction costs.

Overall, the potential greenway would encourage more people to walk and cycle, aligning with the objectives of the LCWWIP. However, high construction costs and landownership issues pose significant challenges to implementation.



Map 3 Bromyard to Leominster Greenway Feasibility Study



Golden Valley Greenway Feasibility Study (Pontrilas to Hay-on-Wye)

Integrated Transport Planning

2022



In 2022, the Golden Valley Action Group commissioned a feasibility study to explore converting the historic Hay-on-Wye to Pontrilas rail line into a new active travel route or ‘greenway.’ This potential Golden Valley greenway follows a disused railway line from 1875, stretching nearly 25km through rural Herefordshire. This is shown [Map 4 on page 65](#). The prominence of the line varies, with some sections being more apparent on the ground than others.

The estimated total cost of constructing the greenway, based on concept designs, is £8.5 million, with a Benefit Cost Ratio of £2.62 for every £1 invested. However, costs for similar schemes, such as the Active Travel Corridor from Bewdley to Wyre Forest and a ‘cycle superhighway’ scheme, range between £25 million and £44 million. The study acknowledges that these cost estimates are based on an indicative route and are relatively high level at this early stage of feasibility.

A key issue noted in the study is that most of the greenway is under private ownership, with long sections being active agricultural land. This contrasts with other successful greenways, which are partially or fully owned by the Council. The mechanisms and strategy for securing landowner support were outside the scope of the feasibility study and are not accounted for in the construction costs.

Overall, the potential greenway would encourage more people to walk and cycle, aligning with the objectives of the LCWWIP. However, high construction costs and landownership issues pose significant challenges to implementation.



Map 4 Golden Valley Greenway Feasibility Study



Leominster Market Town Study

Balfour Beatty Living Places

2020



In 2020, Leominster Town Council, working in partnership with Herefordshire Council and Balfour Beatty Living Places, conducted a market town study for Leominster, consisting of public realm and transportation improvements for the town.

The study provides an understanding of concerns highlighted by residents, visitors and businesses within the context of the public realm and transport infrastructure across Leominster. Key problems related to walking and cycling include:

- Air quality issues
- Lack of good quality and coherent cycling and footway network
- Reducing short distance car use
- Conditions of roads and footways

To address the problems and deliver the objectives of the market town study, several potential 'interventions' were identified. Interventions focused on walking and cycling infrastructure for Leominster are noted below:

- Pedestrian wayfinding signage review
 - Upgrade and extension of existing footway to shared use between Hereford Road to S & A Group site
 - Assessment and improvement to pedestrian crossings town wide, focused on A44, Barons Cross and Mill Street
 - Review of existing cycle route condition
 - Upgrade to existing zebra crossing on Bridge Street
 - Reroute quiet cycle route along Newlands Road avoiding Westfield Walk
 - Introduction of contra-flow cycle lane on Broad Street
 - 20mph TRO on Ginhall Lane, introduction of traffic calming features
 - Town wide 20mph TRO
 - Improve pedestrian access to Railway Station
 - Remodelling of junction between Pierrepont Road and Green Lane
 - Barons Cross traffic calming
-

Ross-on-Wye Movement Study

Balfour Beatty Living Places

2021



In 2021, Leominster Town Council, working in partnership with Herefordshire Council and Balfour Beatty Living Places, conducted a market town study for Leominster, consisting of public realm and transportation improvements for the town.

The study provides an understanding of concerns highlighted by residents, visitors and businesses within the context of the public realm and transport infrastructure across Leominster. Key problems related to walking and cycling include:

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 - Town wide 20mph TRO
 - Improve pedestrian access to Railway Station
 - Remodelling of junction between Pierrepont Road and Green Lane
 - Barons Cross traffic calming
-



Bromyard Traffic Management Study

Balfour Beatty Living Places / WSP

2018



In 2016 WSP were initially commissioned by Balfour Beatty Living Places, on behalf of Herefordshire Council, to prepare a traffic management study for the town of Bromyard.

The study, published in 2018, consisted of three elements:

- Review of the goods vehicle routing and signing arrangements in the town;
- Understanding how new developments will be accessed by all forms of traffic
- A proposed traffic plan to address problems in the town received from Bromyard Town Council.

The report identifies a series of individual schemes to be taken forward across the town and were prioritised accordingly. Interventions focused on walking and cycling infrastructure in Bromyard are noted below:

- Porthouse Farm Development, Active Travel Improvements
 - Pencombe Lane Development Transport Improvements
 - A44 Bromyard Speed Limit to reduce to 30mph
 - Church Street Pedestrian Crossing Improvements
 - Broad Street / High Street 20mph Speed Limit
 - Cruxwell Street Pedestrian Improvements
 - Hardwick Bank: Improve existing Public Rights of Way
 - Hardwick Bank: New Active Travel Route to Old Road
 - Old Road one-way outbound between Tenbury Road and York Road
 - Package of improvements around Paniers Lane to improve safety around the school to dissuade through traffic and enhance sustainable transport links
 - Alteration to junction form to incorporate crossing facilities
 - Enhancements or potential closure with at-grade crossing on A44.
-

Ledbury Public Realm & Transportation Appraisal

Balfour Beatty Living Places

2019



In 2019, Ledbury Town Council, working in partnership with Herefordshire Council and Balfour Beatty Living Places, developed a public realm and transport appraisal for Ledbury.

Key problems related to walking and cycling in Ledbury include:

- Lack of good quality and coherent cycling and footway network
- Reducing short distance car use
- Conditions of roads and footways

To address problems 'interventions' were identified. Interventions focused on walking and cycling infrastructure for Ledbury are noted below:

- Informal crossing to B4216
 - Crossing and shared use path along Martin's Way
 - Shared use access from Ledbury SUE to include crossing over Hereford Road to link to New Mills Way
 - Crossing over the bypass south and north of the Full Pitcher roundabout linking with Old Wharf Industrial Estate and Town Trail
 - Shared use access from Ledbury SUE to include crossing over A438 to link to Riverside Park
 - Town Trail refurbishment
 - Widening narrow footbridge on Town Trail over Orchard Lane
 - Shared use path on north side of A449
 - Alternative to steps at the town end of Green Lane by Homend Crescent
 - Improvement to links between Orchard Lane and Town Trail south of footbridge
 - Shared use footpath along the north side of Hereford Road to a crossing serving Golding
 - Way to link with the Town Trail (Saxon Way)
 - Crossing of A417 Ledbury Bypass
 - Pedestrian crossing at Gloucester Rd/Biddulph Way
 - Footpath improvement west of Lower Road Trading Estate
 - Widened footway to increase public space around Market House
 - Pedestrian Wayfinding Signage Review
 - Town wide 20mph zone
 - Traffic calming in areas of the town
-



Bromyard Investment Plan

Rose Regeneration

2021



In 2021, Rose Regeneration were commissioned by Herefordshire Council to develop a Market Town Investment Plan for Bromyard. The Investment Plan identifies a long term vision for the growth of Bromyard, including a range of ‘suggested projects’ to be taken forward for the town, validated through a series of stakeholder engagement events in 2021.

Key strategic objectives outlined within the Investment Plan include making Bromyard:

- A place that encourages inward investment and new talent, with an excellent skills development offer, providing diverse career opportunities for our school and college leavers
- A place which is recognised regionally, nationally and globally for its artisan food and drink culture and experiential tourism offer, operates as a gateway for walking and cycling and has a national profile in terms of its festivals and events
- A place with a diverse and exciting retail offer a place which engages with and supports all parts of our community
- A more accessible place by improving our green transport connection links and active travel options

The investment plan outlines a series of individual projects. Projects of relevance to this LCWWIP include:

- Market square improvements to encourage a sustainable street culture and evening economy, supporting a market, festivals, and arts projects and including a performance space.
 - Public realm improvement – enhancement of environmental quality, by delivering new street furniture, signage, planters etc, in keeping with the town’s heritage.
 - **Worcester – Bromyard – Leominster Greenway:** Permissive footpath along the disused railway line from Bromyard
 - **Worcester – Bromyard – Leominster Greenway:** Create a multi-user track for walkers, cyclists, equestrians and people with limited mobility along the same route
 - **Worcester – Bromyard – Leominster Greenway:** Create similar multi-use track from Bromyard to Rowden benefiting Town Centre businesses with potential.
-

Kington Economic Investment Plan

Rose Regeneration

2021



In 2021, Rose Regeneration were commissioned by Herefordshire Council to develop a Market Town Investment Plan for Kington. The Investment Plan identifies a long term vision for the growth of Kington, including a range of 'suggested projects' to be taken forward for the town, validated through a series of stakeholder engagement events in 2021.

The Investment Plan developed the following vision for Kington:

Kington strives to be a town linked to vibrant rural communities where individuals, businesses, creativity and community thrive, care and work together to create an exceptional quality of life for all. We strive to be a model of a contemporary small town seamlessly touching the past while embracing the future that offers exceptional quality of life at every stage of life respecting each other and the natural environment. Deeply rooted in our history and confident of our future, we cherish each other and our unique natural environment.

The investment plan outlines a series of suggested individual projects. Projects of relevance to this LCWWIP include:

- The main shopping street in Kington is narrow making it difficult to visit, shop and spend time in the town centre. The proposal is that the High Street should be refurbished to make it more pedestrian friendly whilst maintaining vehicle access throughout the day.
 - Kington's role as a significant walking Centre with a strong crafts sector should be promoted and developed. Investment is proposed in the local footpath network as well as in interpretation material, signage with a focus on walking and possibly crafts and the development of walking App for use on smart phones.
 - The proposal is to renovate/refurbish Kington Market Hall and surrounding area and to utilise the market hall as a focus for crafts and associated activities. There is also an opportunity to add more interpretative material about the town to promote its key attractions including the walking routes.
 - Key buildings and streets to be lit and or decorated with banners etc to support key events and activities including walking and crafts.
 - A full review of the location, quantity and demand for car parking and bus services in the town is required to consider improved public transport links and car parking to serve the southern end of the Town. The current Livestock Market site provides an opportunity to improve car parking in the Town.
-



Ledbury Investment Plan

Rose Regeneration

2021



In 2021, Rose Regeneration were commissioned by Herefordshire Council to develop a Market Town Investment Plan for Ledbury. The Investment Plan identifies a long term vision for the growth of Ledbury, including a range of ‘suggested projects’ to be taken forward for the town, validated through a series of stakeholder engagement events in 2021.

The Investment Plan developed the following vision for Ledbury:

As a prosperous market town, Ledbury will continue to be a vibrant, thriving community, both socially and economically, with an attractive, well managed and safe built environment in sympathy with the surrounding natural landscape. The town will continue to be a popular destination as an attractive place to shop for residents, the local rural community and visitors, with a successful tourist industry celebrating the town’s heritage.

The investment plan outlines a series of suggested individual projects. Projects of relevance to this LCWWIP include:

- Additional car parking at Ledbury Station as well as opening up pedestrian access (including disabled access) to the East bound platform.

Leominster Town Economic Investment Plan

Rose Regeneration

2021



In 2021, Rose Regeneration were commissioned by Herefordshire Council to develop a Market Town Investment Plan for Leominster. The Investment Plan identifies a long term vision for the growth of Leominster, including a range of 'suggested projects' to be taken forward for the town, validated through a series of stakeholder engagement events in 2021.

The key strategic objectives are for Leominster to:

- Share its heritage and welcome visitors
- Commit to sustainable growth
- Build on its strategic location on the Welsh border and in the Marches

The investment plan outlines a series of suggested individual projects. Projects of relevance to this LCWWIP include:

- Investment in the public realm needs to be complemented by investment in the frontages of shops and other town centre buildings to make the town a place to visit and spend time in.
 - Acquire land to the West or East of the station to develop as a Mobi Hub which would include rail-based park and ride alongside an offer of different and connected transport modes supplemented with enhanced facilities and information features such as the introduction of an electric bus service linking the railway station and other key locations in the town and surrounding area.
 - Corn Square regeneration
 - **Worcester - Bromyard - Leominster Greenway:** multi-use track for walkers, cyclists, equestrians and people with limited mobility from Leominster to Steens Bridge (6km)
 - **Worcester - Bromyard - Leominster Greenway:** Create similar multi-use track from Steens Bridge to Fencote (6km)
 - **Worcester - Bromyard - Leominster Greenway:** Create a similar multi-use track from Fencote to Rowden (4km)
-



Ross-on-Wye Investment Plan

Rose Regeneration

2021



In 2021, Rose Regeneration were commissioned by Herefordshire Council to develop a Market Town Investment Plan for Ross-on-Wye. The Investment Plan identifies a long term vision for the growth of Ross-on-Wye, including a range of 'suggested projects' to be taken forward for the town, validated through a series of stakeholder engagement events in 2021.

The Investment Plan developed the following vision for Ross-on-Wye:

Our objective is to make Ross-on-Wye an excellent place to live and work, a great destination for visits and holidays, and a place where businesses and social enterprises can start, grow, innovate and thrive

The investment plan outlines a series of suggested individual projects. Projects of relevance to this LCWWIP include:

- Bampton & Sellack Cycleway: Restoration of a pedestrian/cycle bridge at Backney and utilising the disused Ross to Hereford railway line. This would open up a range of circular walks and access to a picnic site that provides access on to Backney Common.
 - Make available an area of car parking for cycle hire and other facilities
 - Bampton & Sellack Cycleway / Cycle network development could in time link to National Cycle Network through refurbishment of disused rail line leading into and out of the town and linked to Hereford city centre with a continuation of the old railway route with a subsequent river crossing at Baysham and Pen-allt linking into Holme Lacy.
 - Investigate the viability of closing the High Street to traffic for specified hours of the day to allow use of the highway by cafes and restaurants as well as for events
 - Implement a new crossing at Wilton Road / Wye Street
-





Developing a pathway for change

This section presents a step-by-step framework which demonstrates how and why change is expected to happen as part of the development of county-wide strategic active travel network.

The pathway for change is an illustrative tool to map out how change is expected to achieve the desired objectives. It shows the links from the beginning of a project, tracking progress and activities to ultimately show how outputs and outcomes are expected to incur.

The pathway for change is an adapted form of a ‘theory of change’, described by the Department for Levelling Up Housing & Communities¹.

The pathway for change encompasses the following components:

Inputs – the ‘raw’ materials required in order to deliver activities

Activities – the processes or actions to be taken that will transform inputs

Outputs – the direct result of the projects activities

Outcomes – the benefits which our projects are designed to deliver

Impact – the long-term, large-scale changes that will be addressed

Identification of inputs, activities, outputs, outcomes and impacts are shown in **Table 4 on page 78**.

¹ <https://www.gov.uk/government/publications/levelling-up-fund-monitoring-and-evaluation-strategy/levelling-up-fund-monitoring-and-evaluation-strategy#theory-of-change>





Inputs

-
- Ambition, council staff time and resources
-
- Preparation and submission of winning bids for funding
-
- Procurement of consultants/contractors to deliver project(s)
-
- Programme / project governance and management
-
- Knowledge sharing activities and events
-
- Guidance to inform Local Cycling and Walking Investment Programmes

Activities

-
- Baseline & demand analysis
-
- Assignment of desire lines to ‘on the ground’ networks for walking and cycling
-
- Prioritisation of future projects (rural and urban)
-
- High level budget allowances for future projects (rural and urban)
-
- Recommendations for integrating with other plans & policies
-
- Identifying likely sources of funding
-
- Engagement and consultation, including inclusion and accessibility
-
- Monitoring and evaluation
-
- Project handover

Outputs

-
- Future pipeline of infrastructure projects which contribute to outcomes and impacts
-
- Improved infrastructure for pedestrians
-
- Improved infrastructure for cyclists
-
- Improved connections for active travel between residential areas, employment locations and urban centres
-
- Urban active travel routes, providing connections for short journeys within settlements
-
- Rural active travel routes, connecting within and between towns as well as connections to the wider countryside
-
- Linkages with longer distance active travel routes in the county, connecting rural communities and visitor destinations

Inputs



Activities



Outputs



Table 4 Recommended pathway for change for the strategic active travel network

Priority outcomes

Improved equality of access to cycling for all

Redesign of urban streets and rural roads, enabling growth in walking, wheeling and cycle traffic

Increased cycle and walk connectivity

Decreased miles driven by residents and net decrease in motor traffic flows within urban areas

Modal shift from private motor vehicles to cycling, walking and wheeling, reducing car dependency

Decreased motorised through-traffic on 'B' roads, 'C' roads and unclassified roads

Safer routes to travel by cycling, walking or wheeling

Other outcomes

Improved affordability, convenience, reliability and sustainability of travel options across the county

Trips by (e)-bike across the county are more practical

Reduction in journey time by walking, wheeling, cycling

Increased use of active modes as a component of a multi-modal journey

Decreased frequency of residents' car use

Net increase in spending in local shops and businesses

Value for money

Improved experience and satisfaction of the area as an inclusive place

More inclusive, attractive places

Long-term impacts & goals

Contribute to economic growth

Reduction in health inequality

Contribute to creating a cleaner and greener county

Contribute to Herefordshire's transport policies e.g. LTP

Reduce reliance on car travel

Increase uptake of active travel

Improved health and wellbeing

Stronger social connections

Outcomes




Long-term impacts & goals





Scope & data



This chapter establishes a baseline analysis of the current conditions across Herefordshire. The purpose of this is to help shape and influence the development of the walking and cycling network across the county.

Movement & place



Local context

To inform the development of a walking and cycling network across the county, it is important to understand existing conditions alongside potential demand.

Baseline analysis was predominantly desk-based. Using a combination of open-source mapping and datasets provided by Herefordshire Council, a baseline position was established, used to help shape and influence the development of the walking and cycling network.

As part of the analysis, particular focus was given to understanding existing/future demand and incorporating future developments which are likely to influence how/where people travel in the future.

Geographic & social context

Local context

Key developments

Terrain

Severance

Walking/cycling isochrones

Walking / cycling catchment areas

Severance

Population density

Deprivation

Collision data

Air quality data





Local context

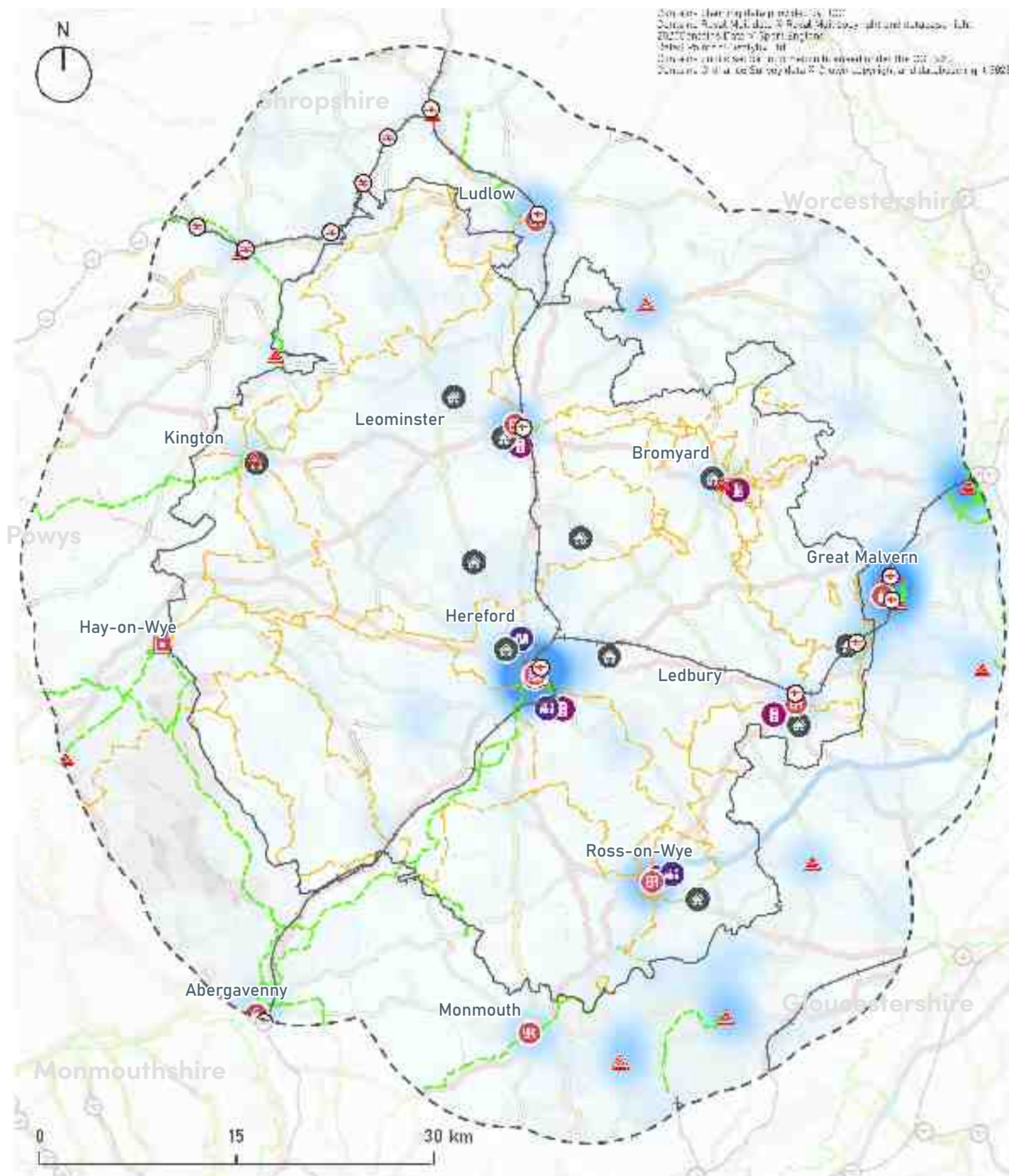
Understanding the overall context of Herefordshire is crucial due to its extensive rural expanse and the notable differences between rural and urban areas.

Map 5 on page 87 provides a summary of the distribution of significant destinations throughout the county, including schools, medical facilities, supermarkets, pubs, post offices, and sports facilities. The highest concentration of local destinations is found in Hereford city and Great Malvern, while other market towns like Ledbury and Leominster also feature important destinations.

The map also identifies strategic sites expected to drive population growth, impacting travel patterns and demand. Anticipated development is concentrated in the eastern region near Ledbury and the northern vicinity close to Leominster.

Finally, the map also highlights the National Cycle Network (NCN) routes that run through the county, predominantly in the southeast, as well as a range of Herefordshire walking trails. These routes create a connected walking network that extends across the county, linking local market towns and the city centre.





Map 5 Local context



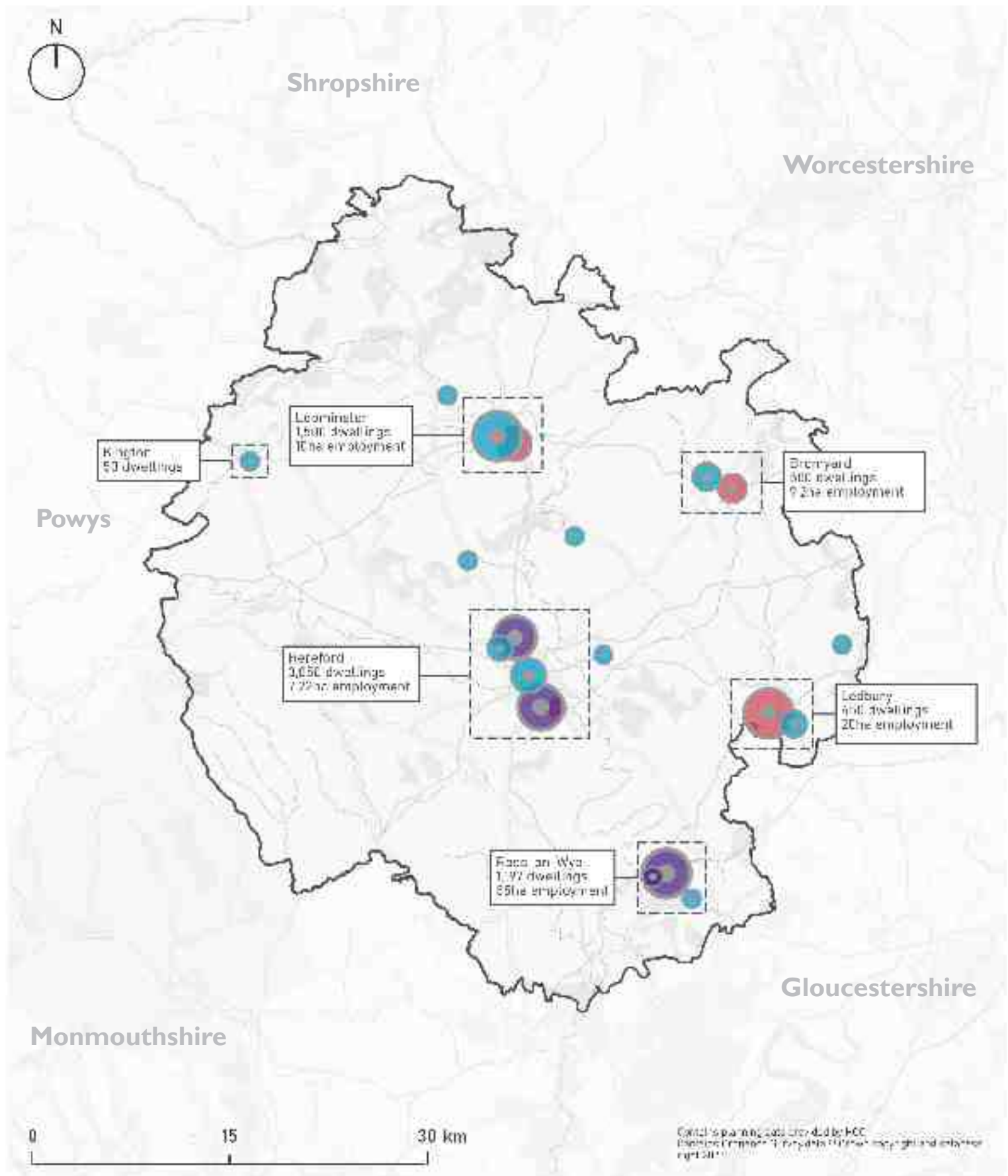
Key Developments

Strategic housing, mixed-use, and employment sites are outlined in the emerging Herefordshire Local Plan (2021-2041). This plan sets the planning framework for the county, addressing housing provision, the economy, retail, and town centres.

Map 6 on page 89 outlines the proposed strategic sites within Hereford, market towns, and smaller rural areas. It also highlights proposed additional employment sites within the draft plan, totalling over 6,500 new housing developments and more than 81 hectares of employment land.

These strategic sites in the emerging local plan complement the existing sites allocated in the current Core Strategy (2011-2031), which aims to deliver a minimum of 16,500 homes in Herefordshire between 2011 and 2031 to meet market and affordable housing needs. The Core Strategy also targets 148 hectares of employment land over the same period.





Map 6 Key developments in Herefordshire



Terrain

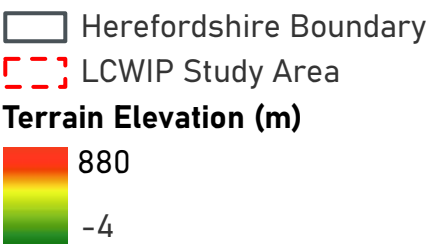
Understanding the terrain is crucial when developing walking, wheeling and cycling routes. Steep inclines and difficult terrains can pose a hazard risk to many and may result in some routes being inaccessible, particularly for those with mobility challenges or disabilities. Steep gradients can also negatively impact the overall experience of walking and cycling and can require significant levels of physical exertion.

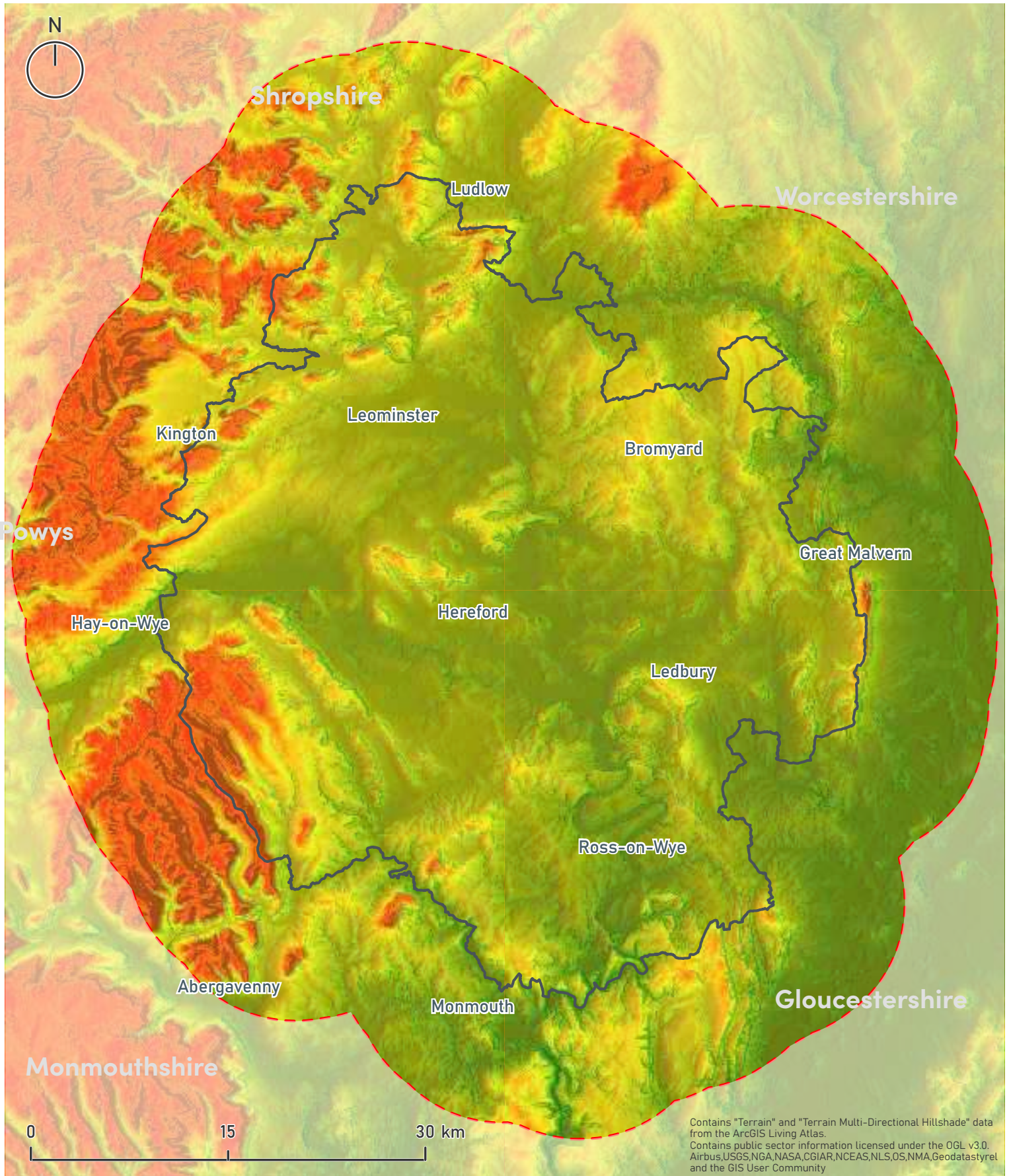
Terrain plans highlight the importance of having a range of route choices when moving through an area, primarily through having the ability to avoid steep gradients, helping to create routes that provide a more engaging and enjoyable experience for users.

Herefordshire is characterised by a wide range of terrains, from the Black Mountains which reach almost 1,000 metres high to several smaller areas of lower mountains and foothills. The county has an estimated 196 hills and mountains, making the area one of the best places for hiking in the UK.

Map 7 on page 91 shows that the high hill ranges of the Malvern Hills to the east of the county and the Black Mountains to the west of the county encircle much of the county at its perimeter. The north of the county is dominated by a mountain range which runs from Ludlow to Kington and beyond to Hergest Ridge.

Away from these areas, the landscape is modest, characterised by gentle hills and farmland, dissected by river valleys with lower-lying plains in the centre of the county.





Map 7 Terrain elevation plan

Walking catchment

The 2km catchment areas have been generated “as the crow flies” from areas. The purpose of this plan is to provide an indication of the area that can be reached within a reasonable walking distance and hence the walkability of each town.

Catchment areas do not take account of the distance of the road network and therefore are not as detailed as a 2km isochrone. However, they are more useful in reflecting sections of the walking network that are less reliant on the highways network which is relevant in a rural area such as Herefordshire.

Map 8 on page 93 presents the walking catchments of 10 urban areas within Herefordshire (Bromyard, Great Malvern, Hereford, Kington, Ledbury, Leominster, Ledbury, Monmouth, Ross-on-Wye, Hay-on-Wye). This shows the compact nature and walkability of the urban areas, highlighting the potential for walking. The map also shows the extensive network of named trails and circular walks available across the county, which includes:

Wye Valley Walk: A 136 mile route from mid-Wales near the source of the River Wye through Herefordshire.

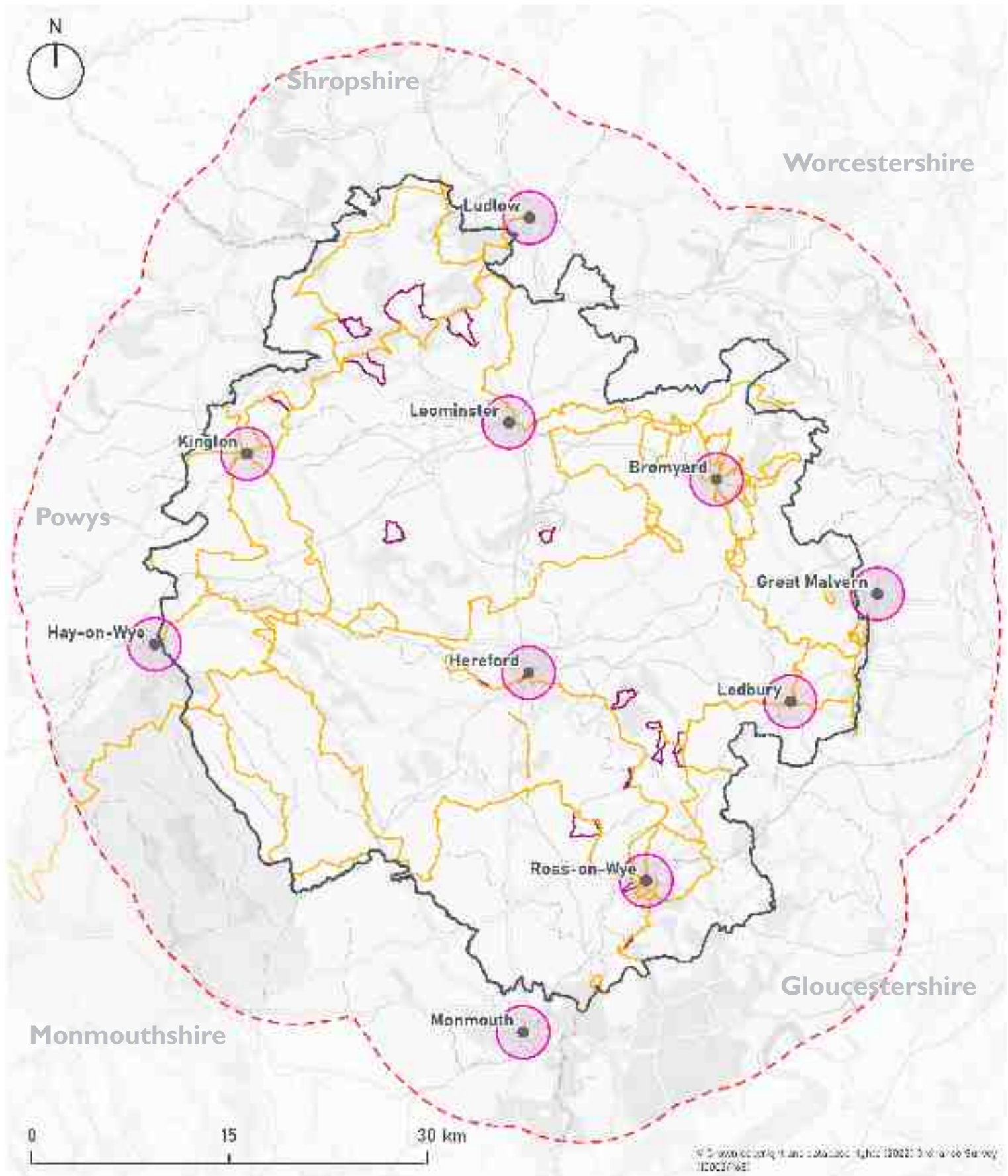
Mortimer Trail: A 30 mile route from Ludlow to Kington, providing 5 loop walks which link local village

Herefordshire Trail: Set up in 2005, the 150 mile circular route uses the existing public rights of way.

Monnow Valley Walk: 40 mile walk alongside the River Monnow from Monmouth to Hay-on-Wye.

It is important to recognise that many of these trails are for leisure and may not be suitable for everyday walking trips.





Map 8 Walking catchment



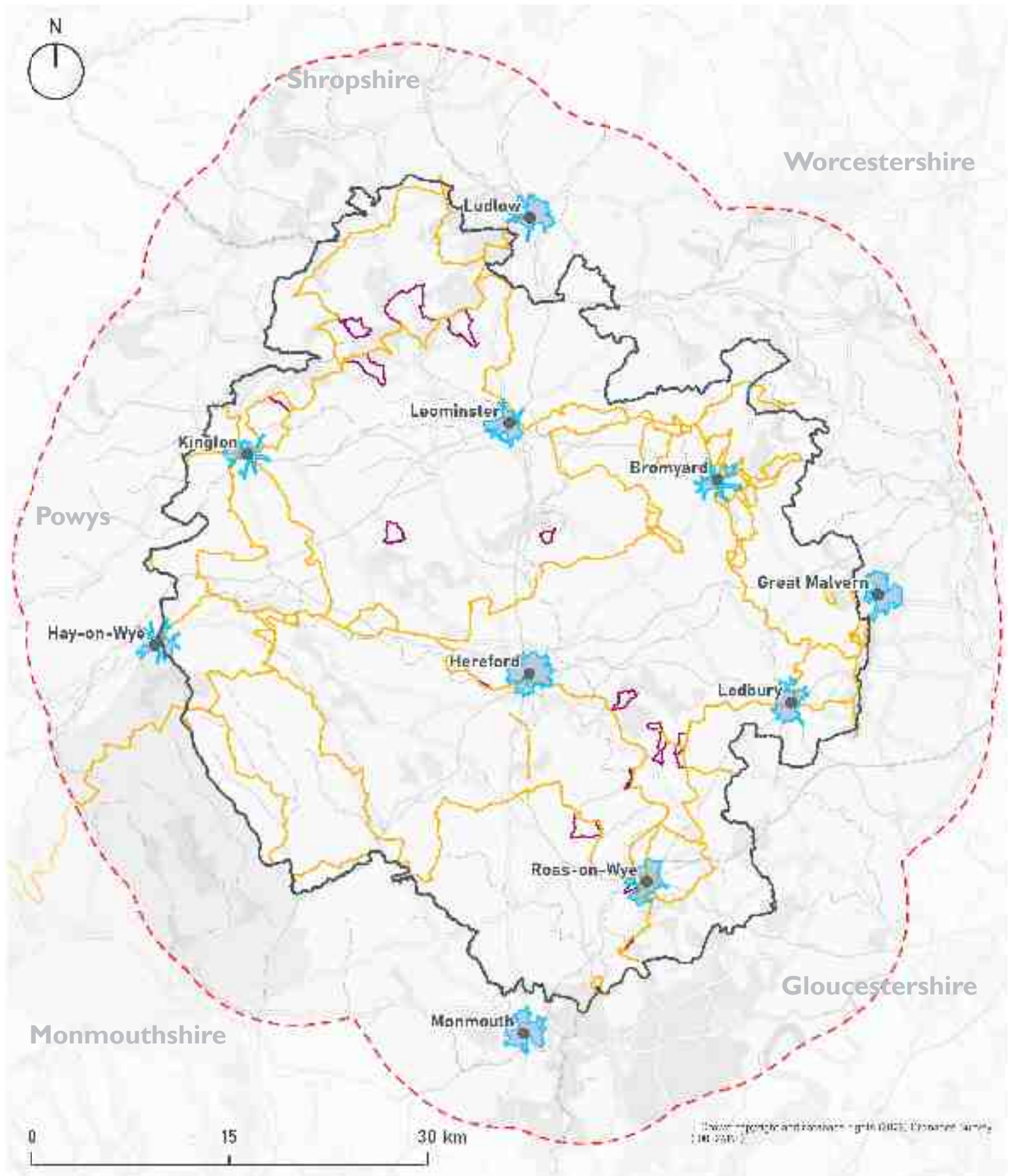
Walking isochrones

Whilst walking catchments are useful to understand the straight line distance, walking isochrones provide a more ‘real-life’ visual representation of the areas that can be reached within a 2km walking distance. This is achieved by using the existing walking network across the county to understand the actual distances people are able to travel. They provide a scale reference and a useful aid in understanding the feasibility of walking across Herefordshire.

Map 9 on page 95 shows that the built-up areas in Herefordshire are generally characterized by their compact and small-scale nature, which makes them ideal for walking trips within the area. However, it is important to note that Bromyard stands out as an exception due to its extensive farmland, resulting in limited pedestrian infrastructure.

The map also shows that whilst many trips within 2km are internalised, the named trails which extend across the county do provide the opportunity for longer-distance trips to be made which would aid in connecting urban areas together by active means. In addition, local circular walks which have been developed and promoted within the county provide an attractive resource for tourists and the local economy in more rural areas of the county.





Map 9 Walking isochrones



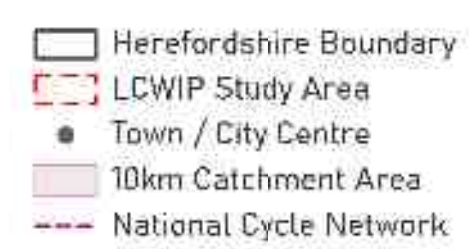
Cycling catchment

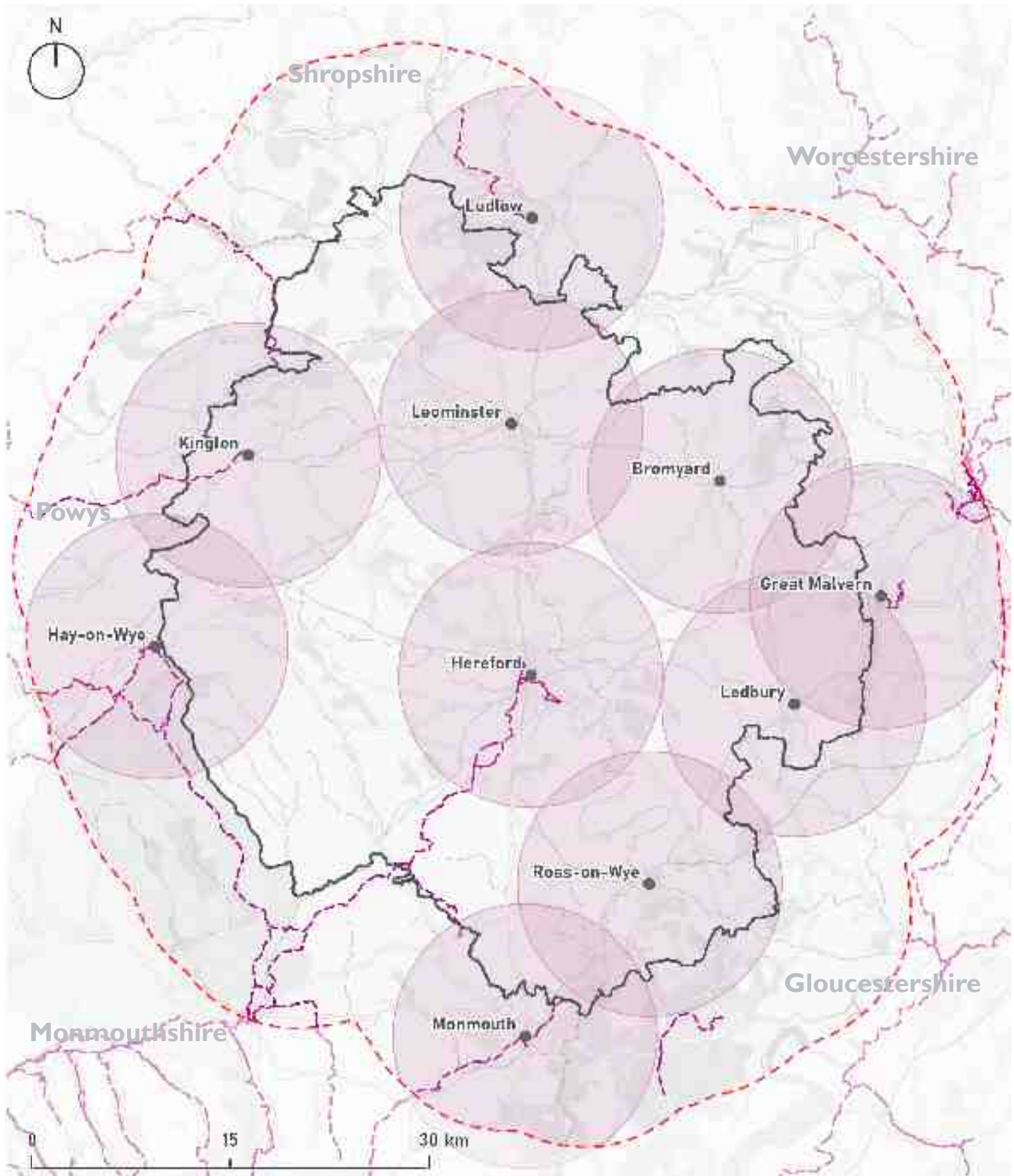
Cycling catchments play a crucial role in evaluating the accessibility of important amenities, enabling the identification of areas that are easily accessible by cycling and areas with limited access. They also provide valuable insights into the potential for everyday trips to be made by cycling across the county.

The catchment plan is based on straight-line ('as the crow flies') distributions to provide an indication of the distances that can be travelled. It should be noted that this approach does not account for the effect that severance features such as main roads, watercourses, gradient and railway lines might have on the distance that can be travelled by cycling.

These catchments indicate the potential distances that can be covered. The selection of the cycling catchment area adheres to the recommendations outlined in the Local Cycling, Walking and Wheeling Infrastructure Plan Guidance. According to the guidance, cycling distances typically range up to 10km.

Map 10 on page 97 illustrates the possible cycling connectivity between urban areas throughout Herefordshire, where each urban area is situated within a 10km catchment of a neighbouring town. However, a notable gap in creating a cohesive cycling network exists to the west of Herefordshire, mainly due to the absence of a dedicated national cycle network. The exception to this is the National Cycle Network 46 and 42, which offers onward connections between Hereford and Hay-on-Wye. However, this primarily relies on on-road routes along rural roads, which are not conducive for most people wishing to cycle.





Map 10 Cycling catchment



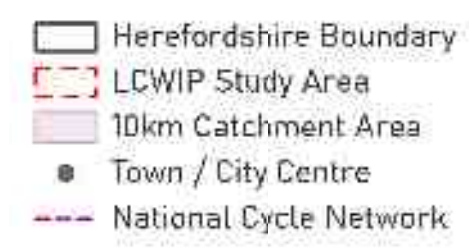
Cycling isochrones

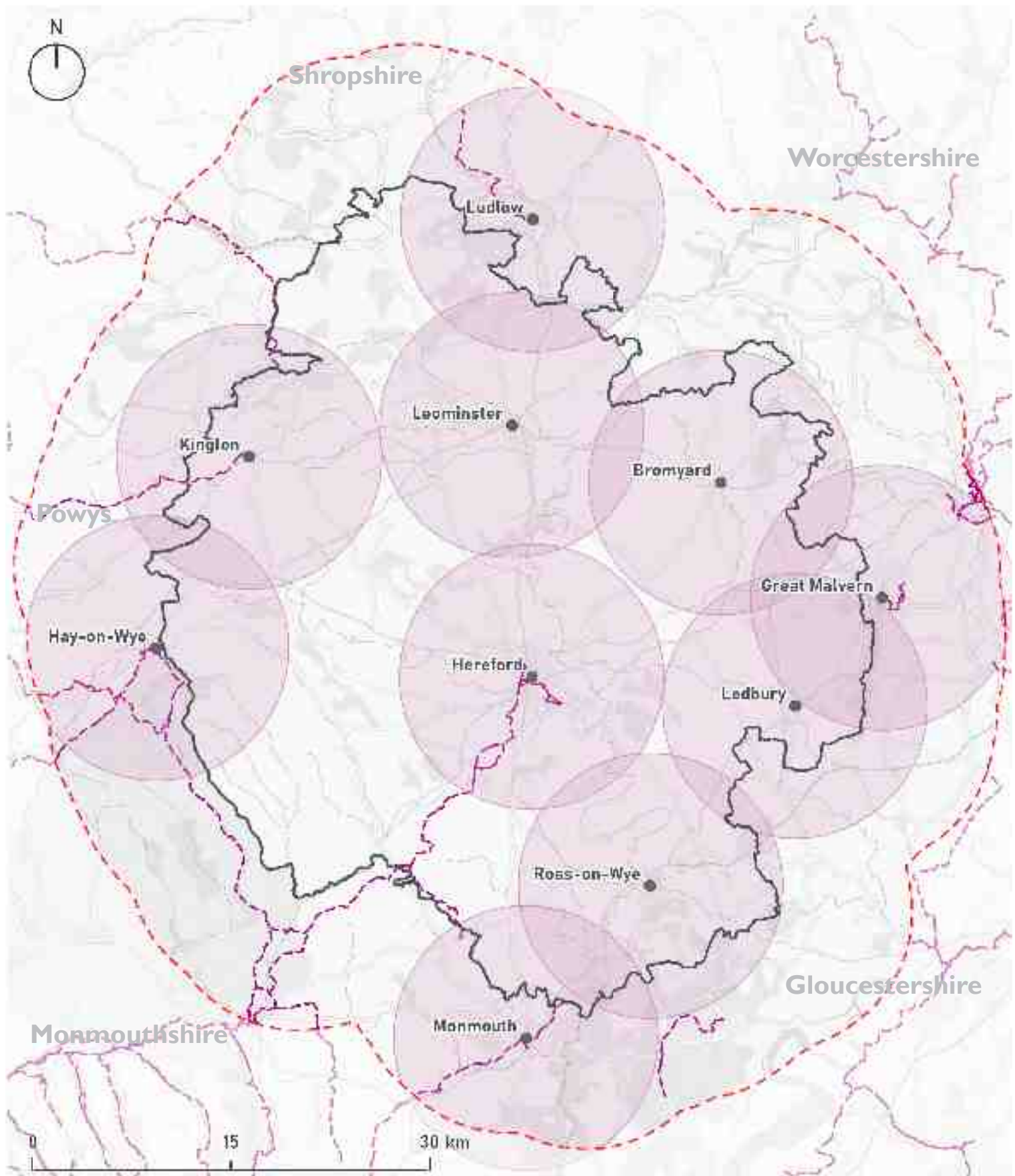
Whilst cycling catchments are useful to understand the straight line distance, cycling isochrones provide a more ‘real-life’ visual representation of the areas that can be reached within a 10km cycling distance. This is achieved by using the existing cycling network across the county to understand the actual distances people are able to travel. They provide a scale reference and are a useful aid in understanding the feasibility of cycling across Herefordshire.

The purpose of this map is to understand the potential for walking and cycling based on the area covered by 10km cycling isochrones. Cycling isochrones are measured based on distances along the road network. They therefore provide a more detailed overview of the area surrounding each isochrone origin point that can be reached within a 10km cycle. The limitation of cycling isochrones is that they do not take into account the level of service for cyclists along the road network and therefore can often show an optimistic view of the roads and distances that are cyclable.

Map 11 on page 99 offers a more comprehensive understanding of the cycling catchment area, revealing that although Hereford falls within a 10km catchment of neighbouring towns, the lack of cycling infrastructure creates isolation between the city centre and these towns.

The cycling isochrones depicted in the map further emphasises the rural characteristics of Herefordshire. None of the neighbouring town centres are reachable within a 10km cycling journey, highlighting the challenges faced in establishing cycling connectivity across the county’s expansive and predominantly rural landscape.





Map 11 Cycling isochrones



Indices of multiple deprivation

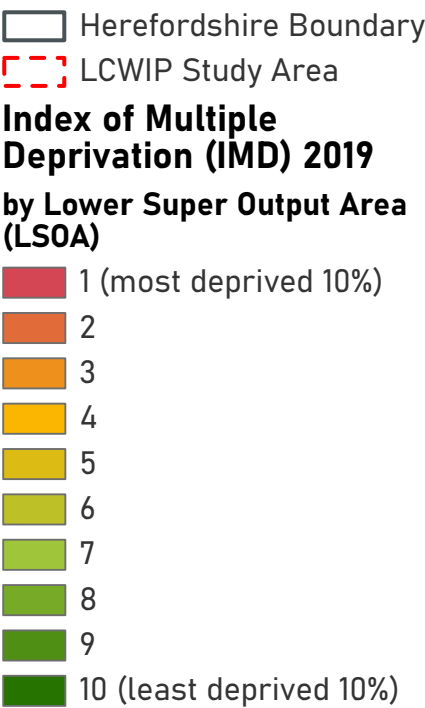
The Indices of Multiple Deprivation (IMD) is a mathematical dataset that provides a relative measure of deprivation at the Lower Super Output Area Level (LSOA) across England. It considers 7 domains, each with its own weight in the final IMD calculation: Income (22.5%), Employment (22.5%), Education (13.5%), Health (13.5%), Crime (9.3%), Barriers to Housing and Services (9.3%), and Living Environment (9.3%).

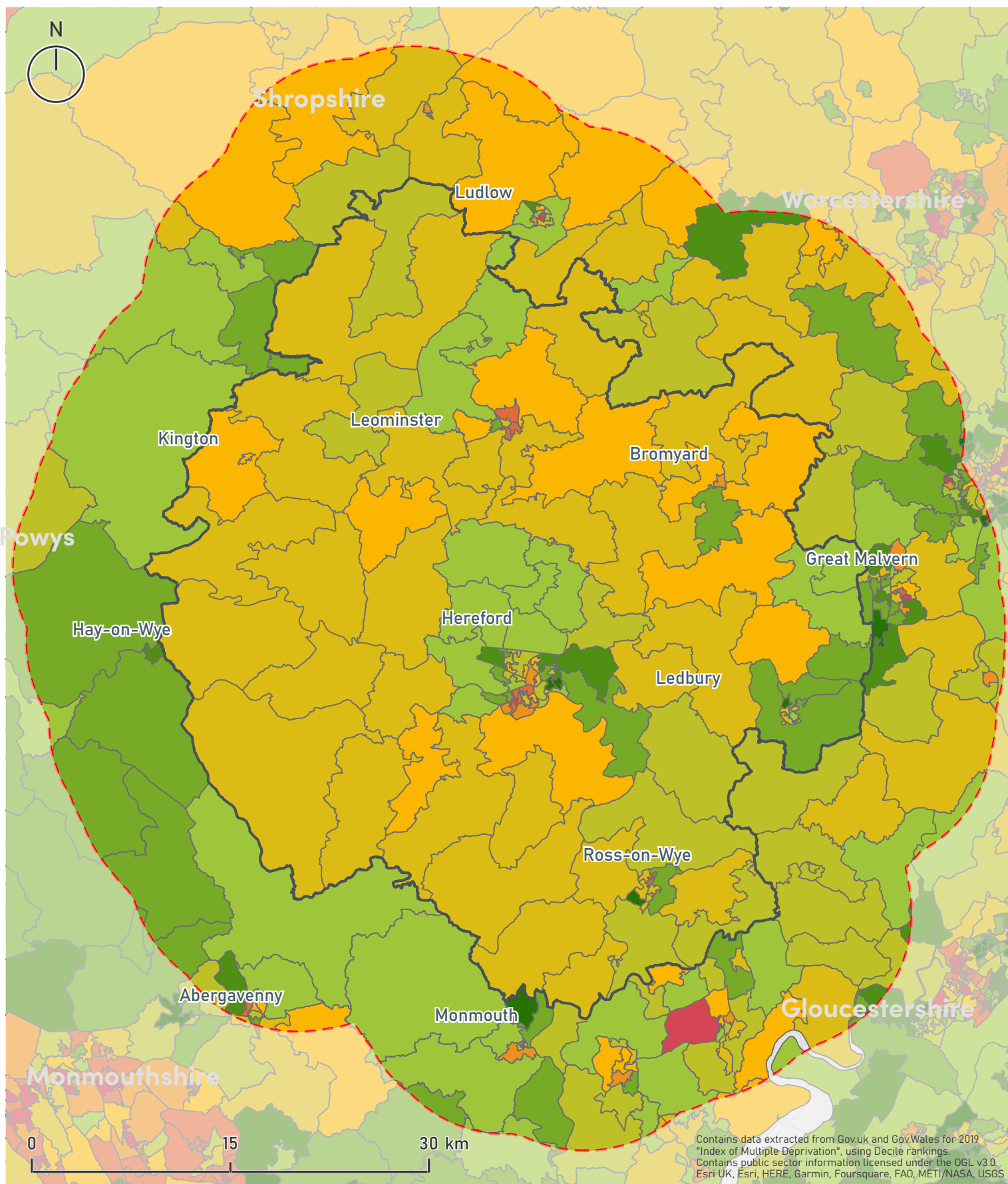
The first decile represents the most deprived areas, while the 10th decile represents the least deprived (most affluent) areas.

Map 12 on page 101 summarises the 2019 data, illustrating the distribution of deprivation levels in Herefordshire in 10% intervals. The results offer valuable insights into the county's deprivation landscape. The data indicates that the most deprived areas are predominantly located in the southern region of Hereford, as well as in Leominster, Ross-on-Wye, and Bromyard.

Conversely, Herefordshire includes some of the least deprived areas in the UK, particularly in the northern parts of Hereford and the rural surroundings of the city. Less deprived areas are also evident in Ledbury, Leominster, and Ross-on-Wye, as well as in rural areas in the eastern part of the county, including Ledbury, Cradley, and the southern area of Bromyard.

This underscores significant disparities in deprivation levels across Herefordshire, with several market towns and Hereford city exhibiting both pockets of high deprivation and wealth.





Map 12 Indices of Multiple Deprivation



Air quality

NO2

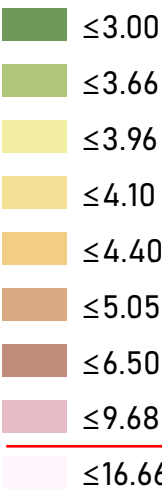
NO2, or nitrogen dioxide, is a highly reactive and toxic gas primarily produced by the combustion of fossil fuels, notably from vehicle emissions. NO2 is a major contributor to urban air pollution, particularly in areas with dense traffic and industrial activities, and prolonged exposure to high levels can lead to respiratory issues.

In Herefordshire, there are two designated Air Quality Management Areas (AQMAs), located in Hereford and Leominster. These AQMAs have been established due to elevated levels of nitrogen dioxide that exceed the UK legal limit of 40 µg/m3. Hereford’s AQMA encompasses the A49 (T) corridor, while Leominster’s AQMA covers the area between A44 Bargates Road and B4361 Dishley Street.

NO2 levels across Herefordshire exhibit notable variation, as illustrated in [Map 13 on page 103](#). The eastern parts of the county generally experience lower NO2 levels, whereas higher concentrations are observed in Hereford City Centre, Leominster (within the AQMA boundaries), Ledbury, and Great Malvern.

 LCWIP Study Area

Air Quality (NO2) Annual Mean NO2 Concentrations 2019 (µg/m3)

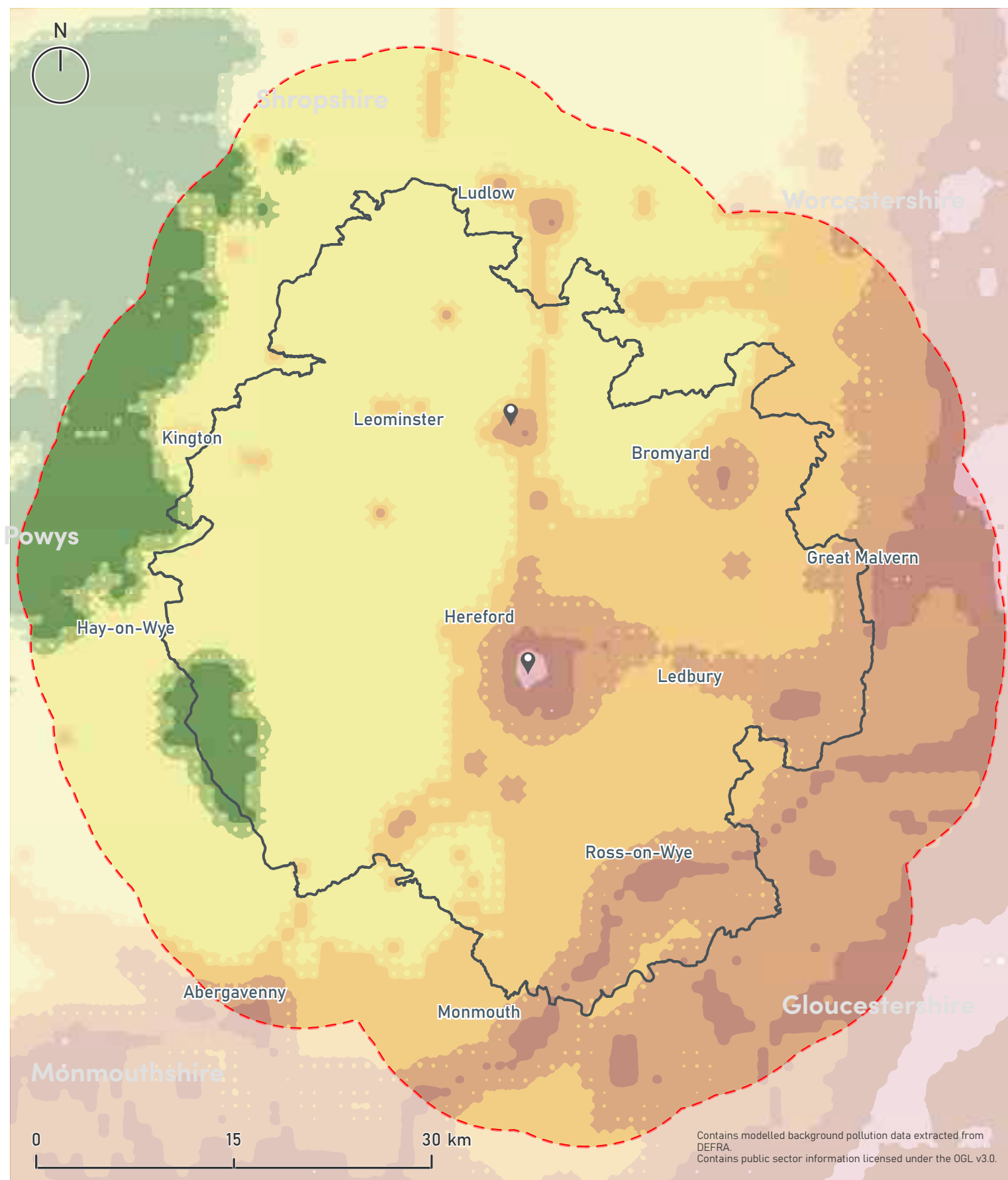


WHO guideline
limit 10µg/m3

UK legal limit
40µg/m3



Air Quality Management
Area (AQMA)



Map 13 Air quality (NO₂)

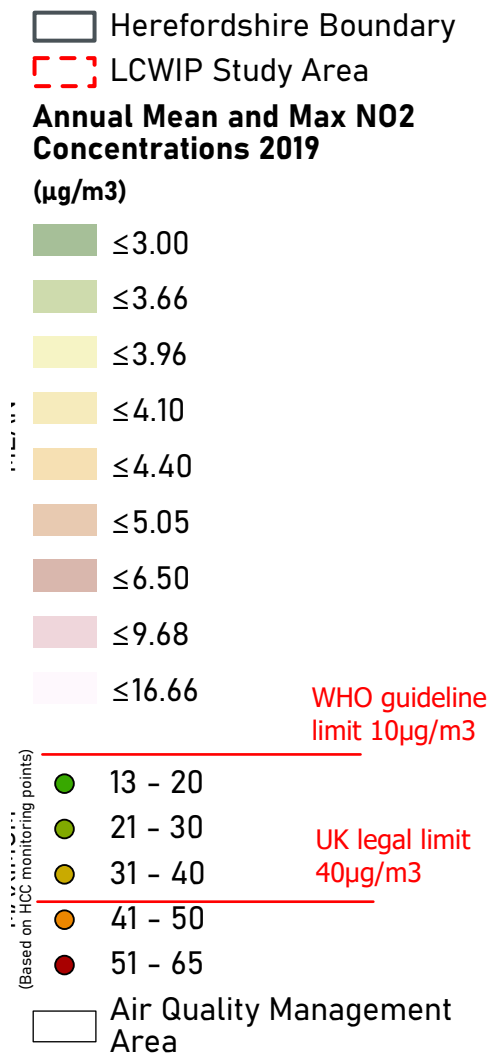


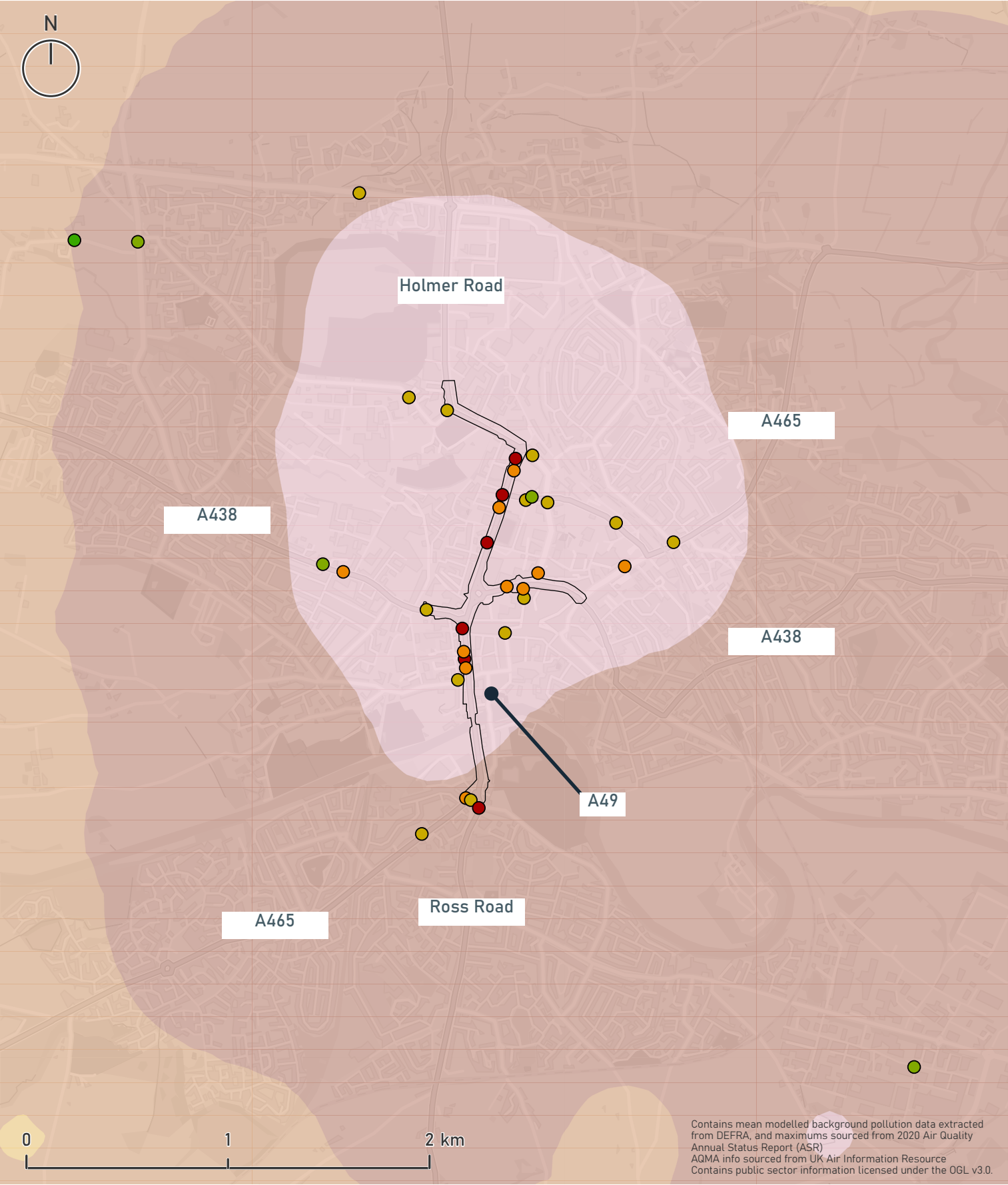
Air quality

NO2 - Hereford

An AQMA is in place in Hereford due to NO2 levels exceeding the UK legal limit.

Map 14 on page 105 shows the mean annual mean concentrations of NO2 across Hereford, which suggests that on average, NO2 levels are lower than the UK legal limit. However, data from Herefordshire Council which assesses NO2 monthly diffusion tube results finds that there are considerable peaks across the year where NO2 levels exceed the UK limits. These are predominantly located along the A49, suggesting that the high traffic volumes which route through Hereford contribute significantly to poor air quality.





Map 14 Air quality (NO₂) in Hereford City Centre

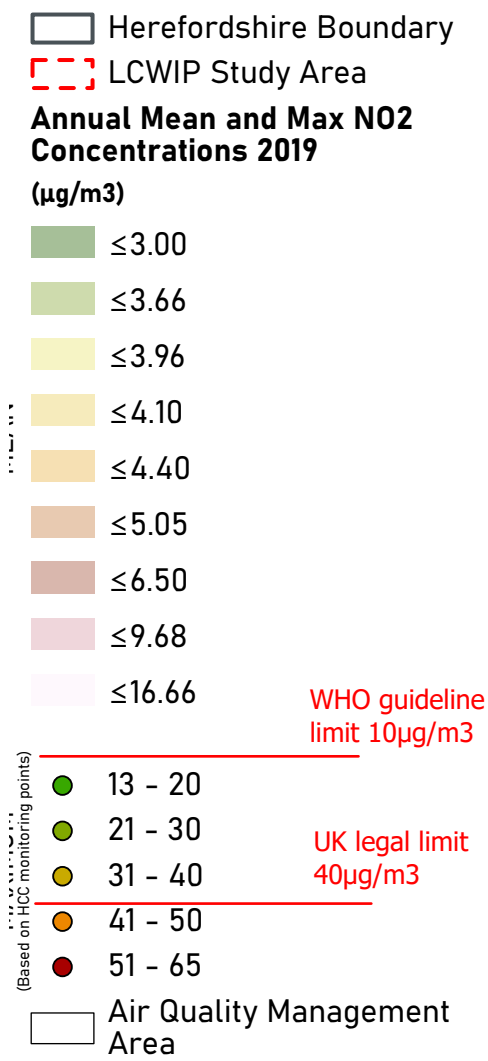


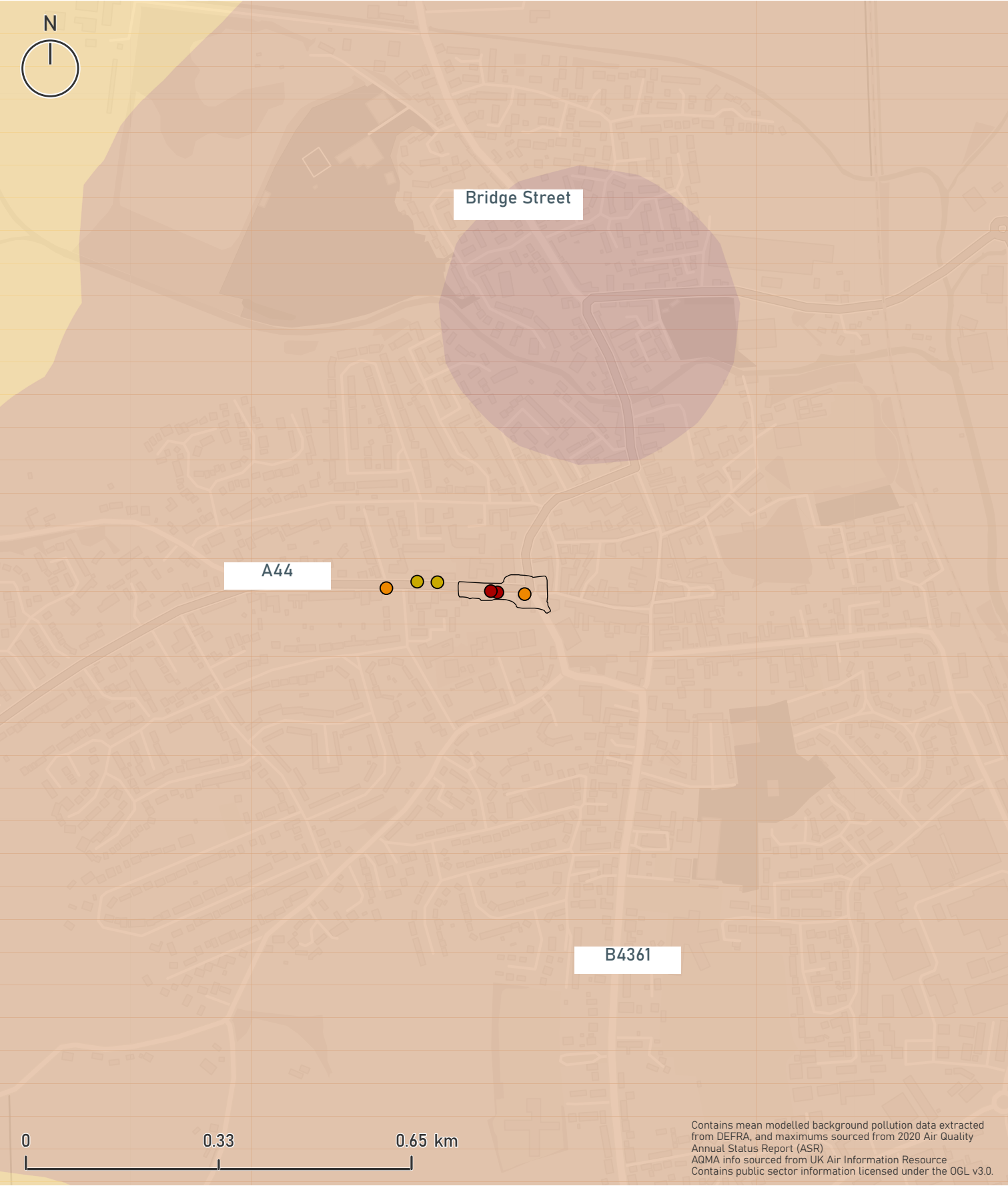
Air quality

NO2 - Leominster

An AQMA is also in place in Leominster due to NO2 exceeder above the UK legal limit.

Map 15 on page 107 presents data from Herefordshire Council concerning their monthly diffusion tube test results which show that there are considerable peaks across the year where NO2 levels exceed the UK limits. These NO2 levels are predominately located along the A44, particularly near its junction with the B4361. This shows that the high levels of NO2 could be attributed to the high motor traffic levels within the town, resulting in poor air quality.





Contains mean modelled background pollution data extracted from DEFRA, and maximums sourced from 2020 Air Quality Annual Status Report (ASR)
 AQMA info sourced from UK Air Information Resource
 Contains public sector information licensed under the OGL v3.0.

Map 15 Air quality (NO₂) in Leominster



PM2.5

PM 2.5 refers to particulate matter with a diameter of 2.5 micrometres or smaller. It consists of tiny particles suspended in the air that can be inhaled into the respiratory system. PM2.5 is originated from both natural sources e.g. dust, pollen and from human-made sources including vehicle exhausts and the burning of fossil fuels.

Due to its small size, PM 2.5 can cause significant health effects, with inhalation of PM 2.5 being associated with various health problems, including respiratory and cardiovascular diseases.

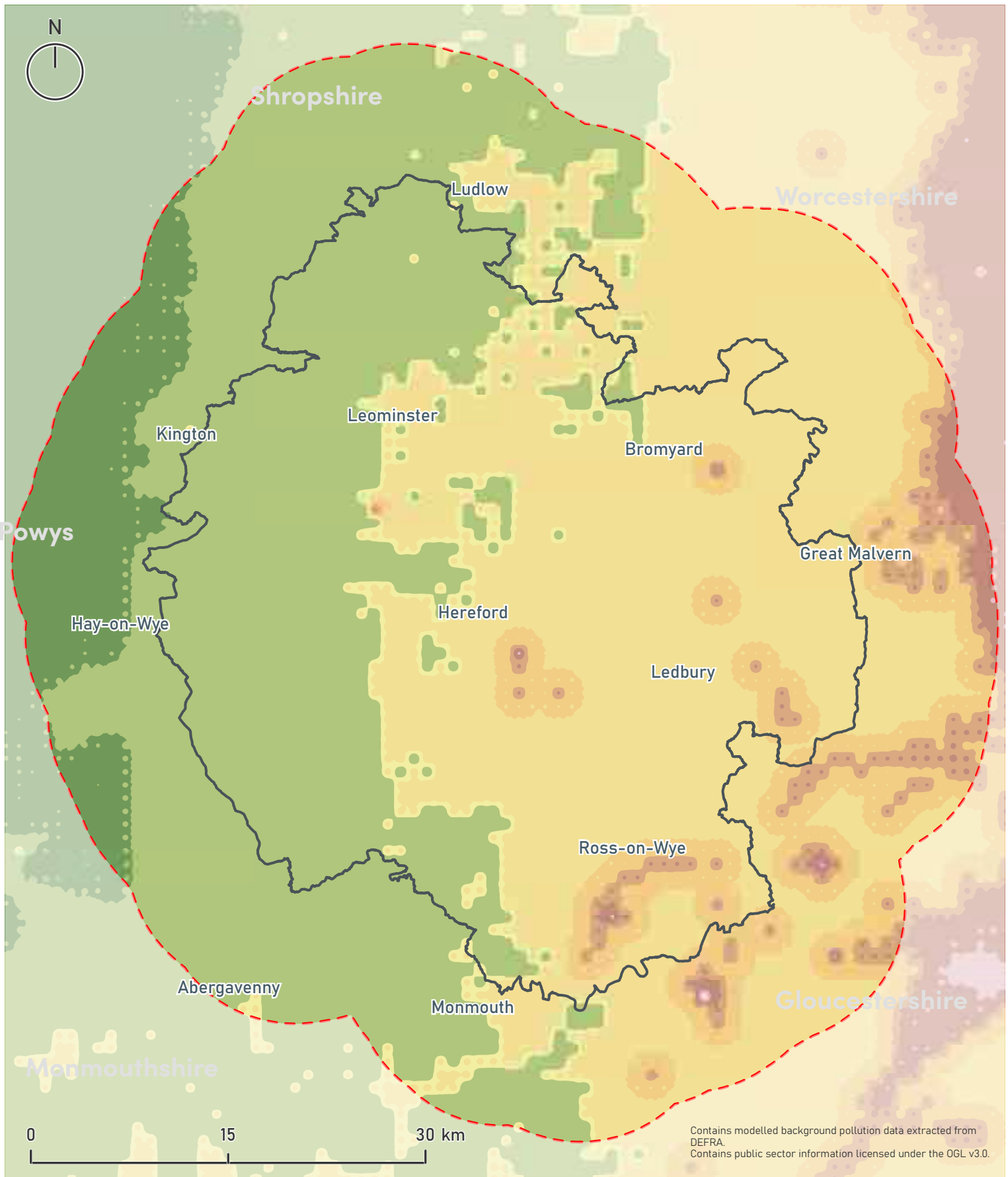
The Air Quality Standards Regulation 2010 require that concentrations of PM 2.5 must not exceed an annual average of 20 µg/m3.

Map 16 on page 109 demonstrates that PM 2.5 levels across the county are generally low, however there is significant variation between the west and the east of the county, with higher levels of PM 2.5 being located in Hereford and Ross-on-Wye.

- Herefordshire Boundary
- LCWIP Study Area

Air Quality (PM 2.5)
Annual Mean PM 2.5 Concentrations 2019
(µg/m3)

	≤6.00	WHO guideline limit 5µg/m3
	≤6.93	
	≤7.49	
	≤7.82	
	≤8.01	
	≤8.34	
	≤8.90	
	≤9.83	
	≤11.39	UK legal limit 25µg/m3



Map 16 Air quality (PM2.5)

Contains modelled background pollution data extracted from DEFRA.
Contains public sector information licensed under the OGL v3.0.



PM10

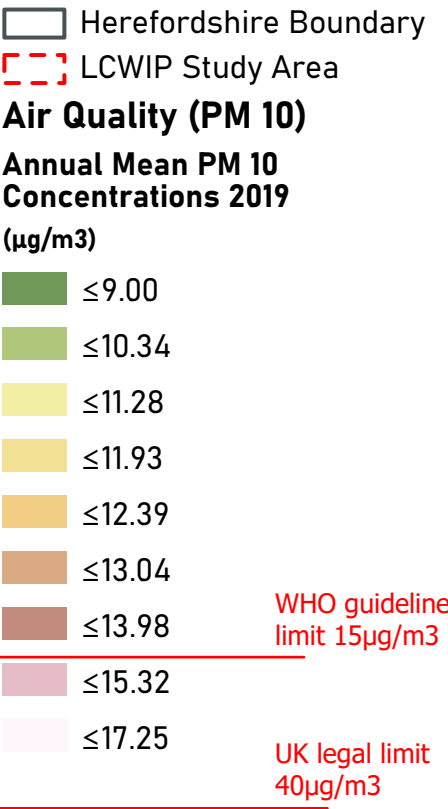
PM 10 refers to particulate matter with a diameter of 10 micrometres or smaller. Like PM 2.5, it consists of tiny particles suspended in the air that can be inhaled into the respiratory system.

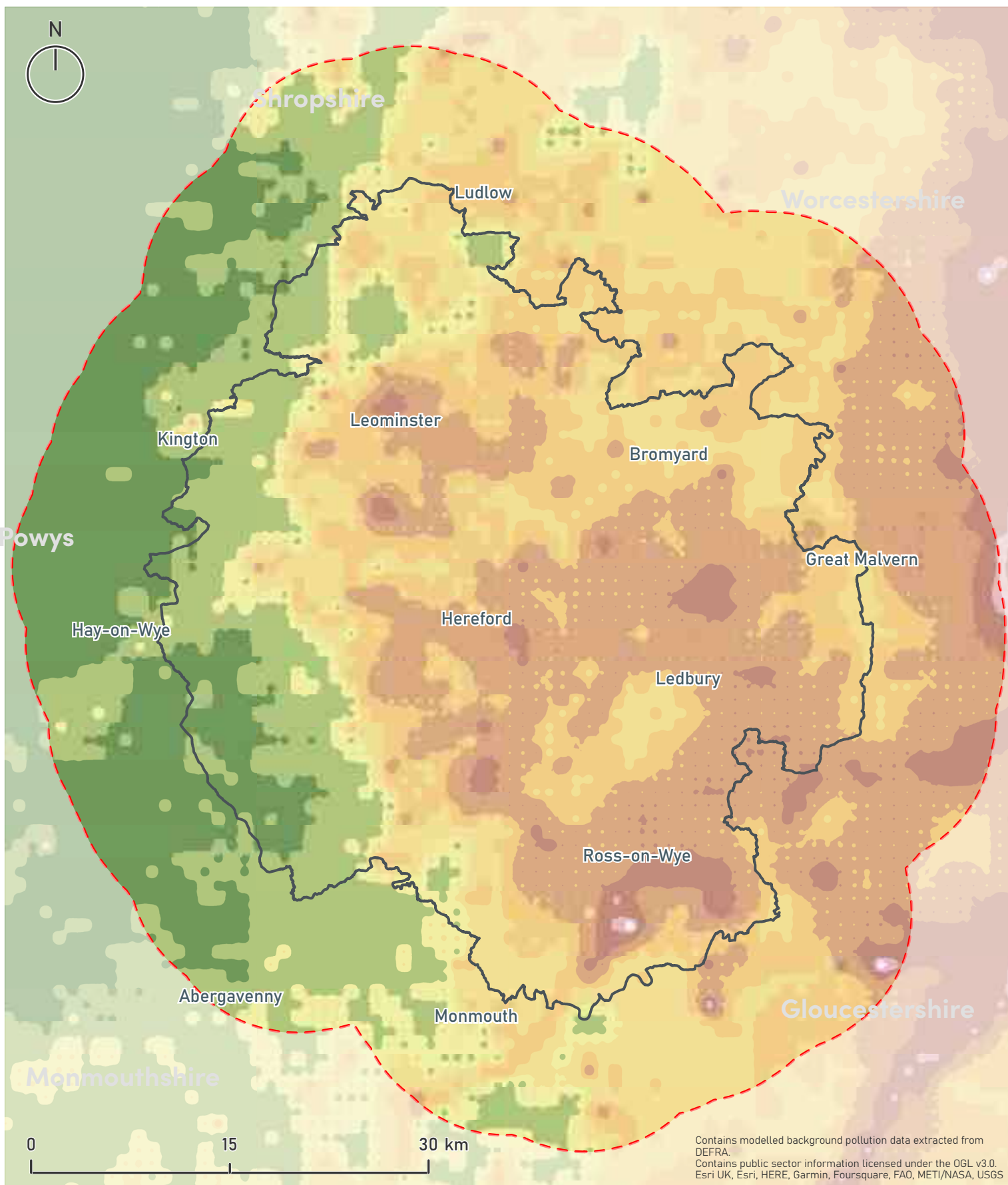
Similar to PM 2.5, it can originate from natural sources such as dust and pollen and human-made sources such as burning of fossil fuels and vehicle exhausts.

Inhalation of PM 10 particles can have adverse health effects, with long-term exposure to high concentrations of PM 10 being associated with respiratory and cardiovascular diseases.

The Air Quality Standards Regulation 2010 require that concentrations of PM 10 must not exceed an annual average of 40 µg/m3.

Map 17 on page 111 demonstrates that PM 10 levels across the county are generally low, but there is significant variation between the west and the east of the county, with higher levels of PM 2.5 being located in Hereford and Ross-on-Wye.





Map 17 Air quality (PM10)



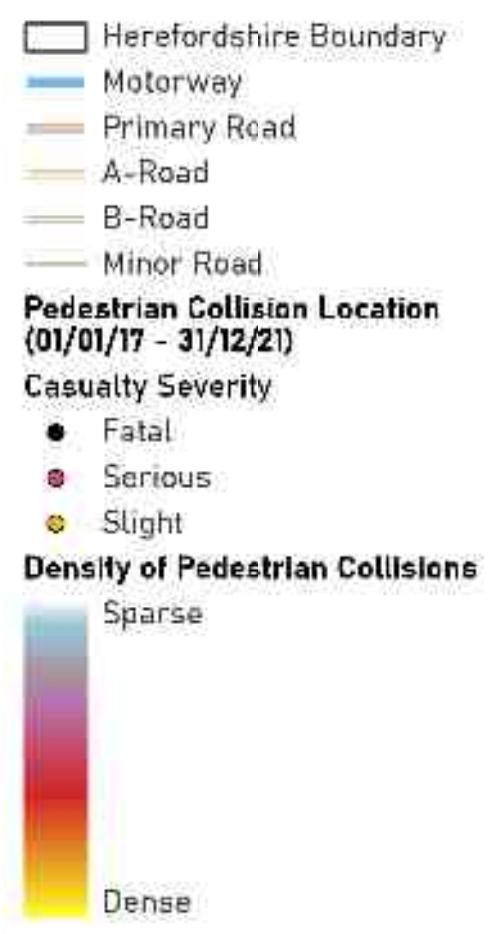
Collision data

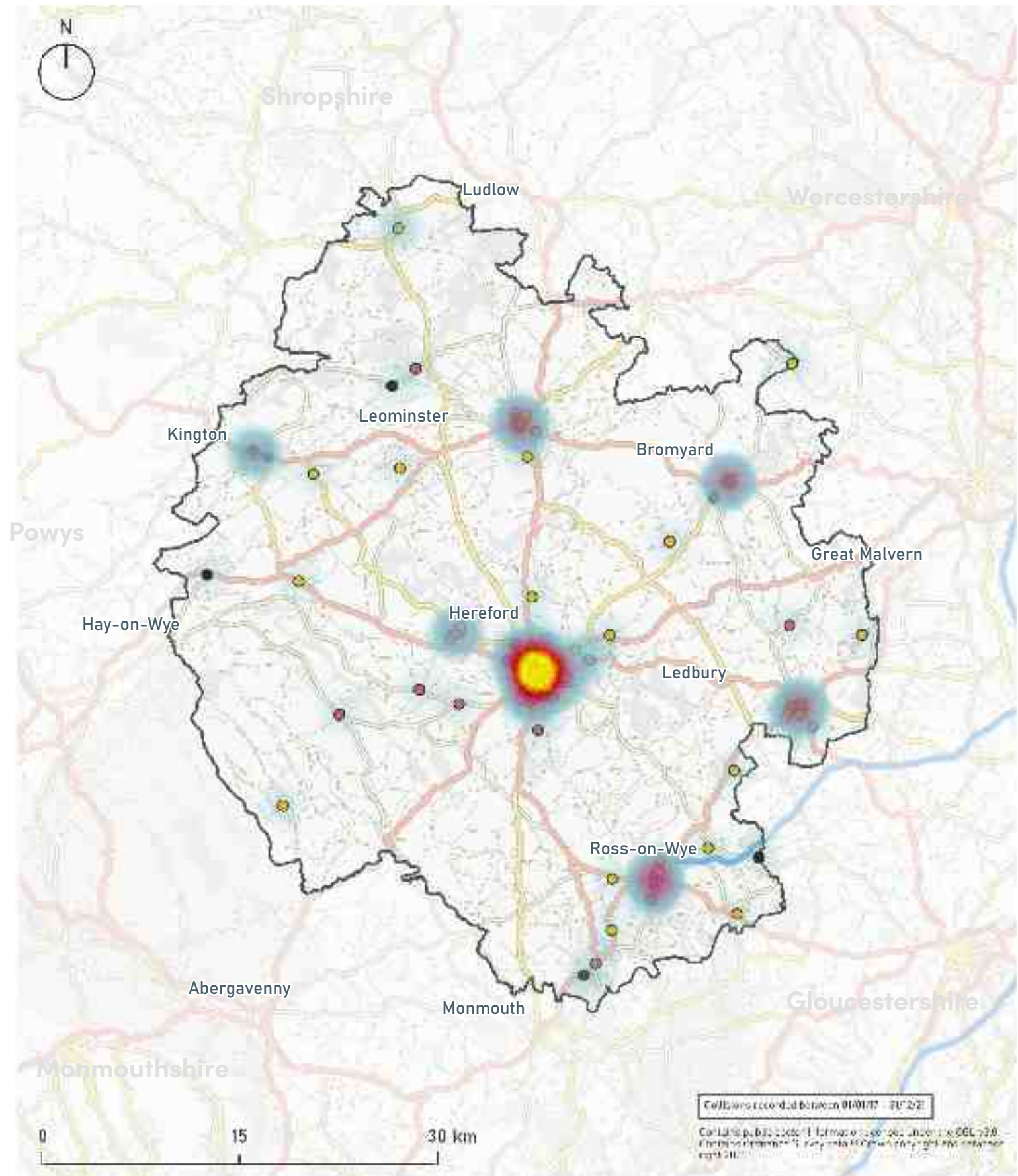
Pedestrians

Collision data was obtained from the DfT from the most recently available five-year period (01/01/17 – 31/12/21). This plan shows collisions involving a pedestrian casualty of any severities across the study area from this time period. The density of the collisions has been shown to highlight hotspots across the study area where there have been a greater concentration of collisions involving pedestrians.

This is useful to analyse trends or patterns where pedestrian collisions are more likely to occur. Addressing road danger by providing improved walking routes and infrastructure such as crossings is a key outcome of the LCWWIP process.

Map 18 on page 113 The data shows a clear relationship between the main road network and density of collisions. The highest concentrations of collisions are generally found along the A-Road network, in particular near the market towns and Hereford City.





Map 18 Pedestrian collision hotspots



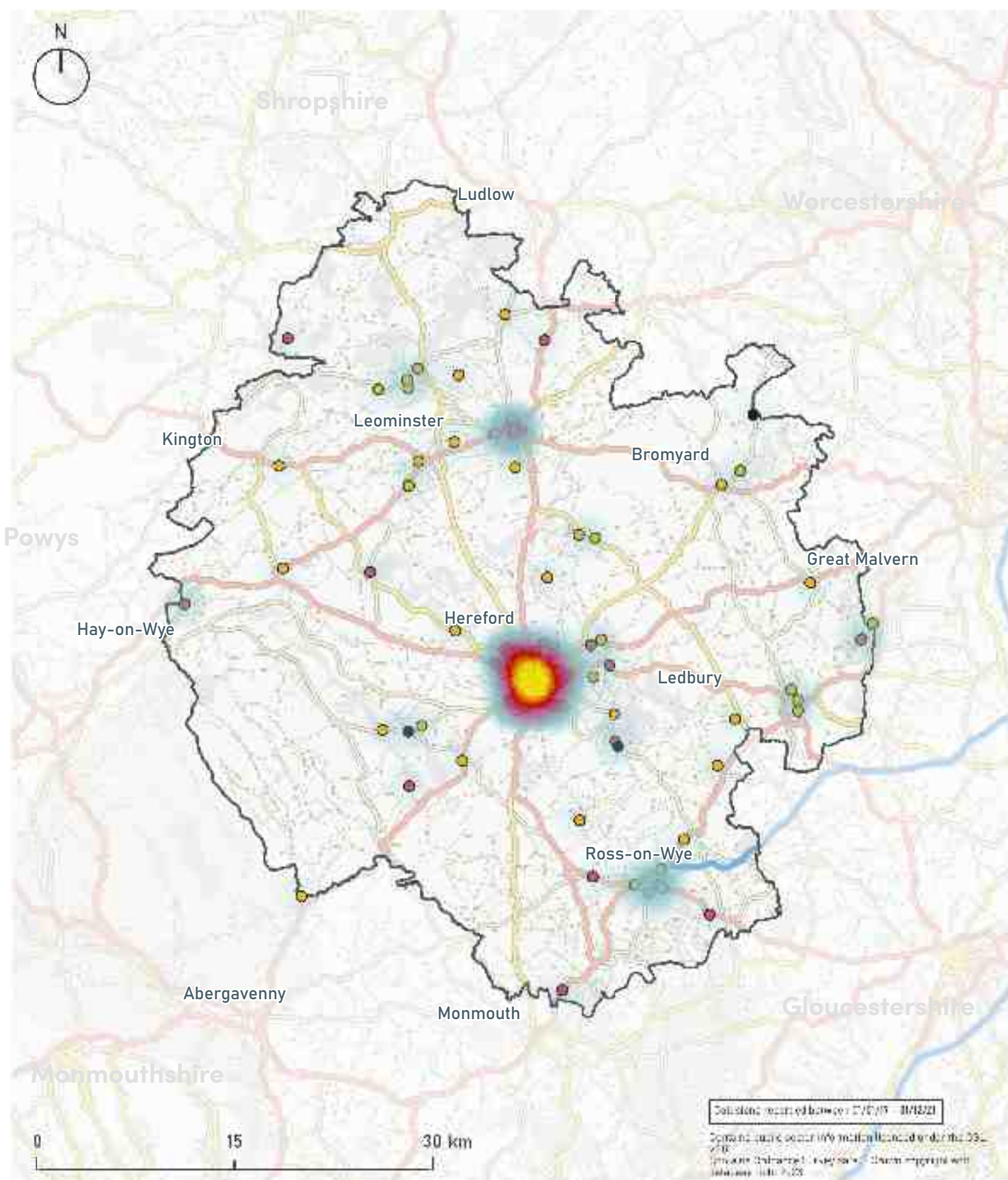
Cyclists

Collision data was obtained from the DfT from the most recently available five-year period (01/01/17 – 31/12/21). This plan shows collisions involving a cyclist casualty of any severities across the study area from this time period. The density of the collisions has been shown to highlight hotspots across the study area where there have been a greater concentration of collisions involving cyclists.

This is useful to analyse trends or patterns where collisions involving cyclists are more likely to occur. Addressing road danger by providing improved cycling routes and infrastructure such as crossings or segregated cycle facilities is a key outcome of the LCWIP process.

Map 19 on page 115 demonstrates a similar outlook to collisions involving pedestrians in that the predominant location for collisions involving cyclists is within the city of Hereford. This could be attributed to the lack of cycle infrastructure across the city, particularly with a high number of collisions being in proximity to the A49.





Map 19 Cyclist collision hotspots



Method of travel to work

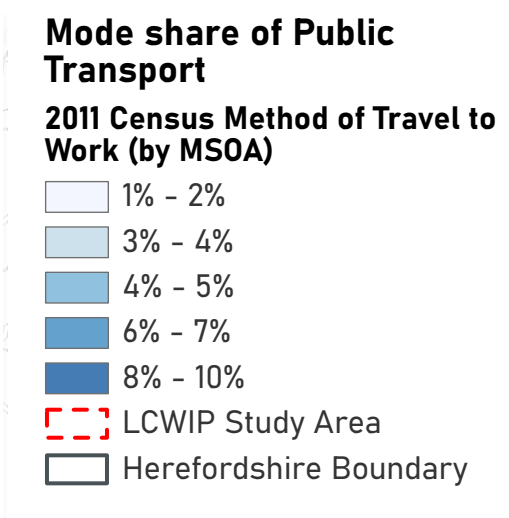
Public Transport (2011)

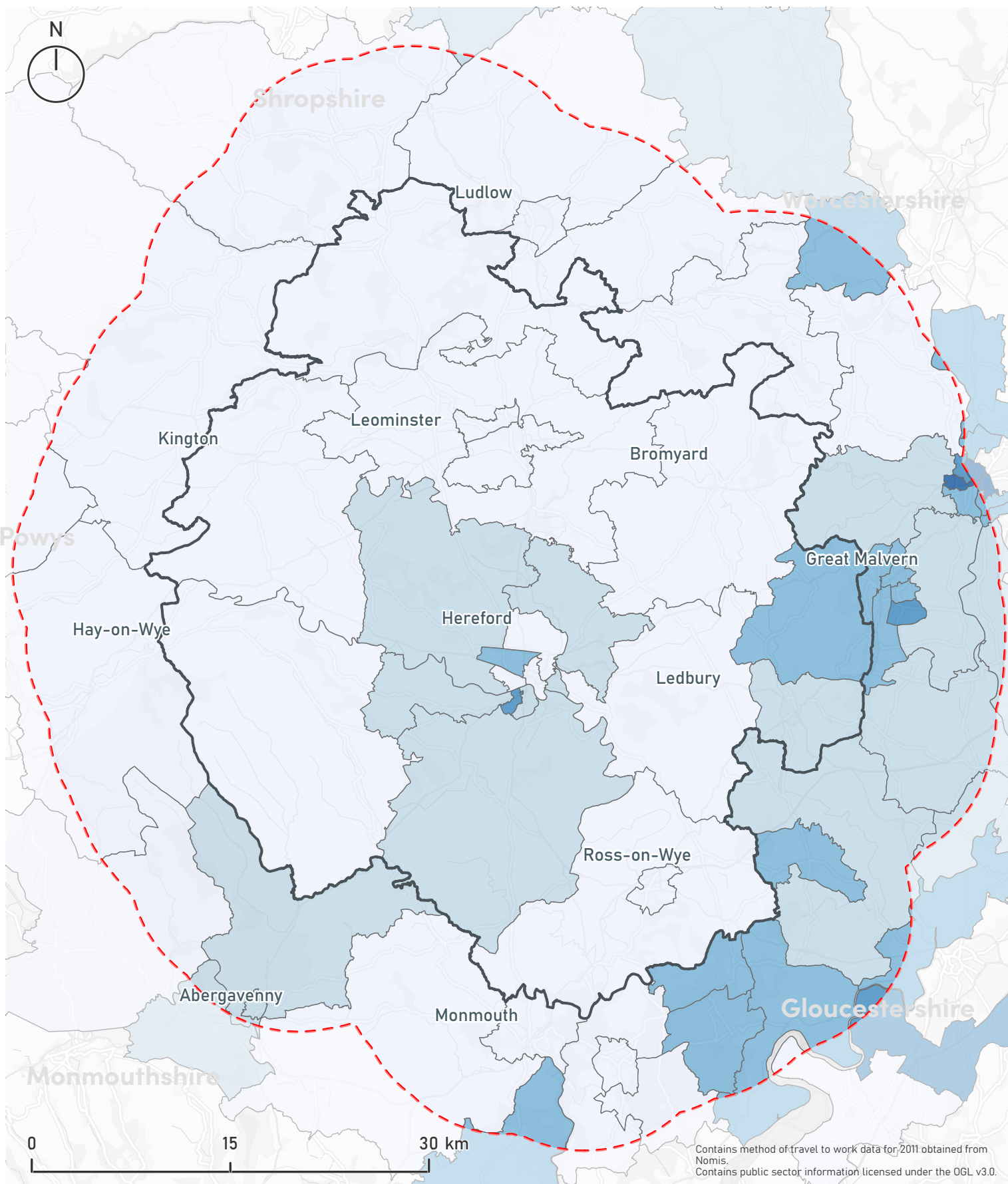
The method of travel to work has been identified through assessing the dataset obtained through the 2011 Census records to understand the share of method of travel to work by distance across the county.

While the data is now ten years old, it still provides an overview of travel patterns in the region.

Map 20 on page 117 shows the mode share of travelling to work by public transport. Of those in employment, travelling to work by public transport is generally low across the county and across the LCWWIP study area, with the highest levels of public transport mode share being located in Hereford city, it's immediate surrounding areas and to the west of the county near Malvern and Worcester.

A key point to highlight is that commuting by public transport is significantly lower in more rural areas of the county. This points towards the lack of suitable public transport networks that connects villages and towns located large distances away from key employment centres such as Leominster and Hereford.





Map 20 Method of travel to work (public transport) 2011)

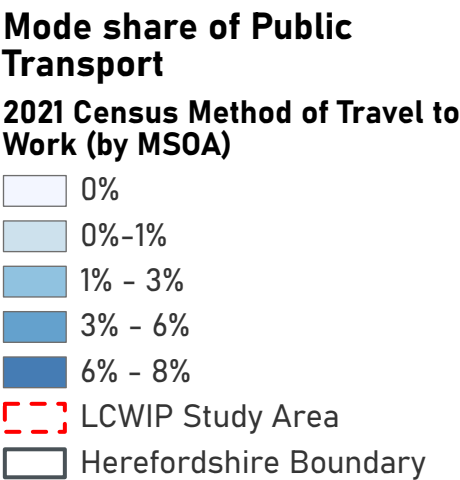


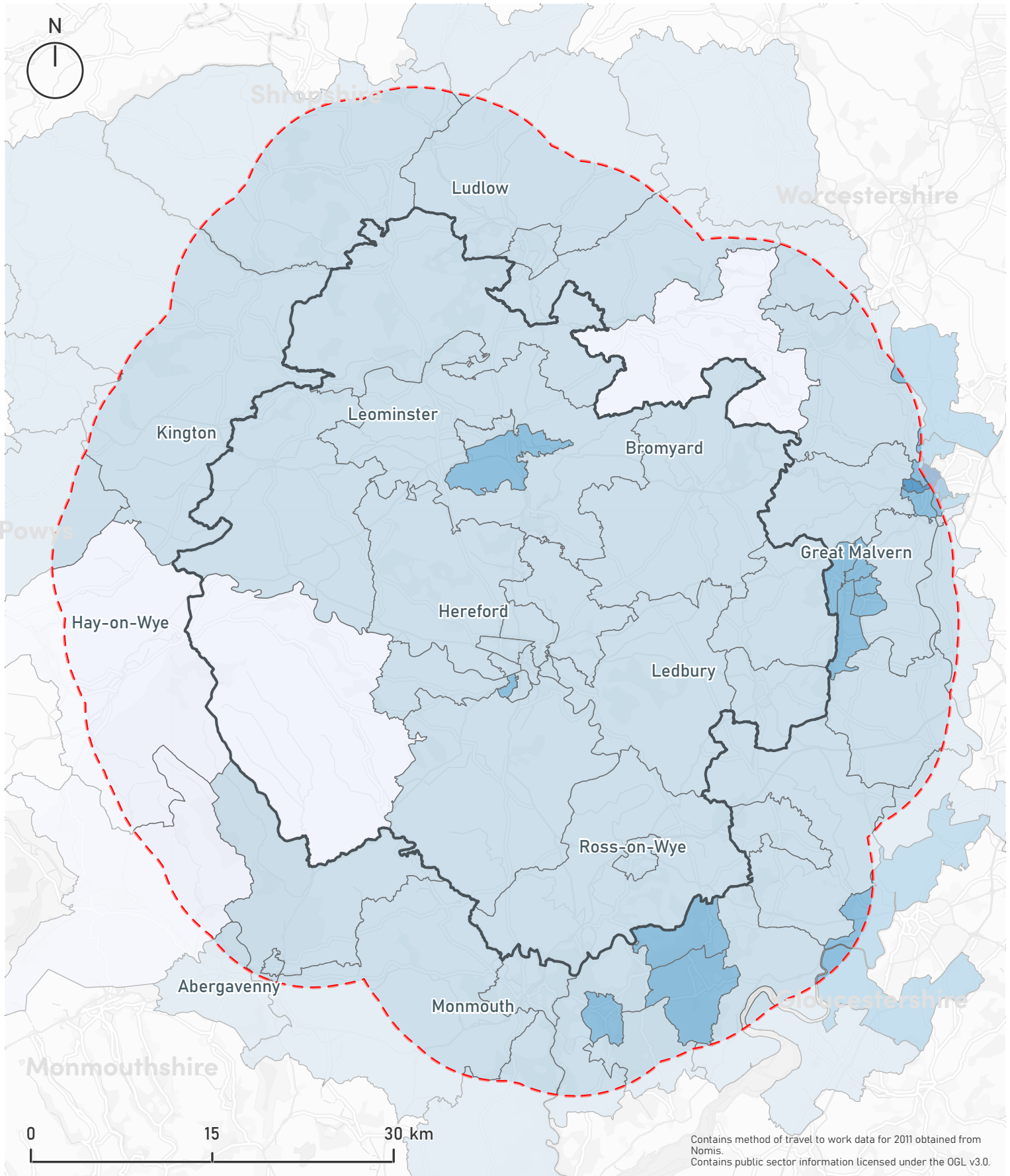
Public Transport (2021)

Given that data obtained from the 2011 Census is over 10 years old, new data has been analysed from the 2021 census to assess a more up to date picture of public transport mode share.

Map 21 on page 119 shows that public transport patronage has remained fairly consistent over the 10 year period, however there has been a slight increase in patronage in more rural areas of the county, however this increase is very small (between 1 - 4% increase). This shows that the majority of people in employment continue to use alternative means of travelling to work rather than public transport.

It is important to note that the 2021 Census data was carried out during the Covid-19 pandemic and therefore may not provide an accurate representation of travel to work patterns due to restrictions concerning working from home flexibility.





Contains method of travel to work data for 2011 obtained from Nomis.
Contains public sector information licensed under the OGL v3.0.

Map 21 Method of travel to work (public transport) 2021



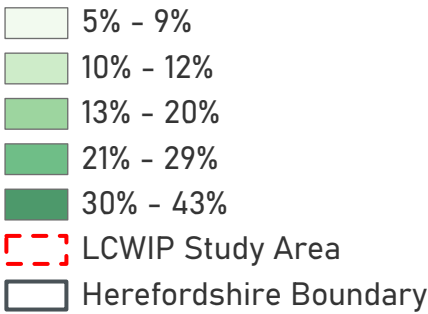
Walking and Cycling (2011)

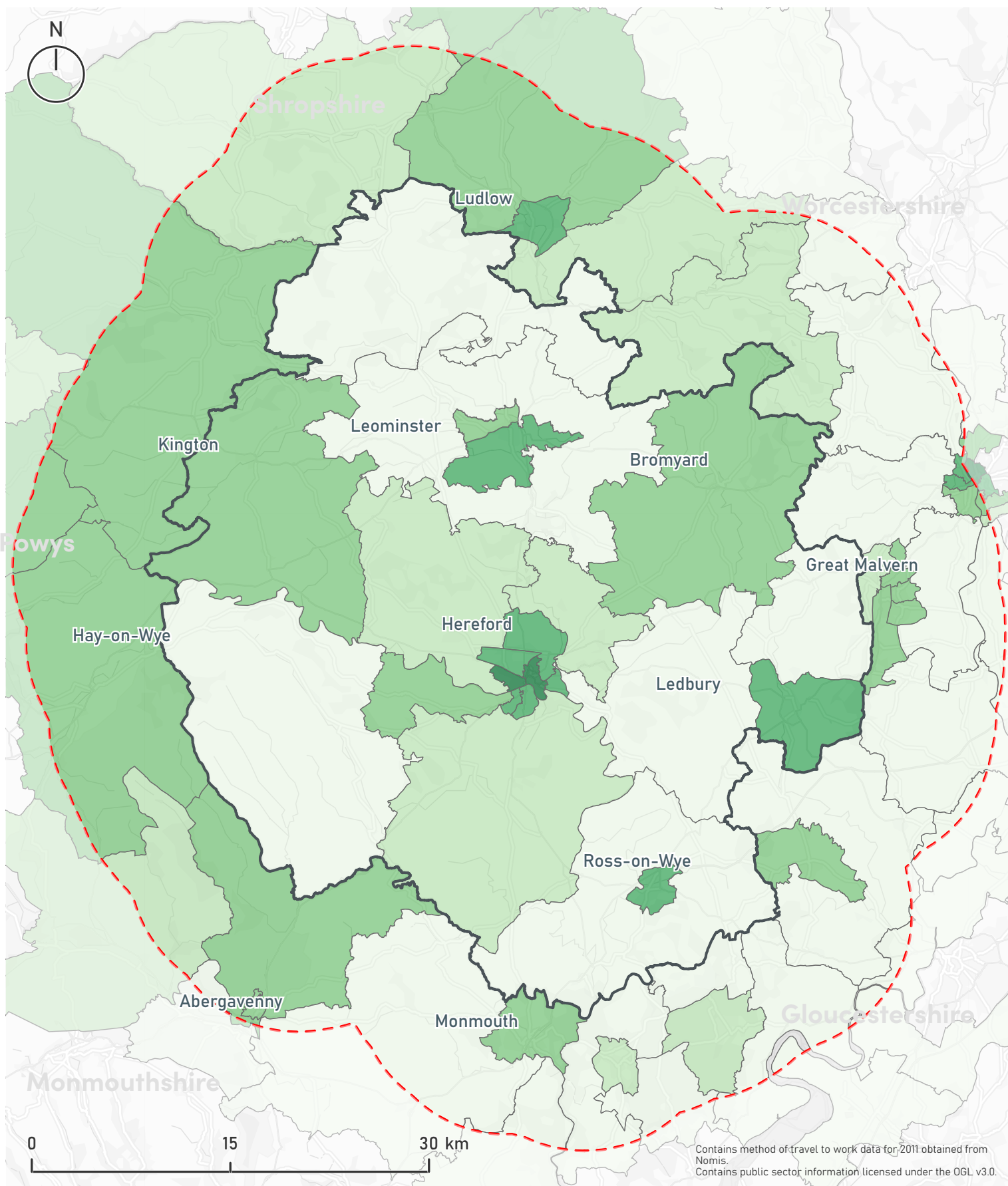
Map 22 on page 121 shows the mode share of travelling to work by walking and cycling.

This indicates that residents living close to the major employment centres of Hereford, Leominster and Ledbury, there is a high proportion of people who choose to walk and cycle to work. This indicates the relatively compact nature of these areas, whilst also reflecting the lack of walking and cycling connections from more rural areas of the county to these employment zones, given that mode share of walking and cycling decreases rapidly away from the city centre and market towns.

Walking and Cycling Mode Share

2011 Census Method of Travel to Work (by MSA)





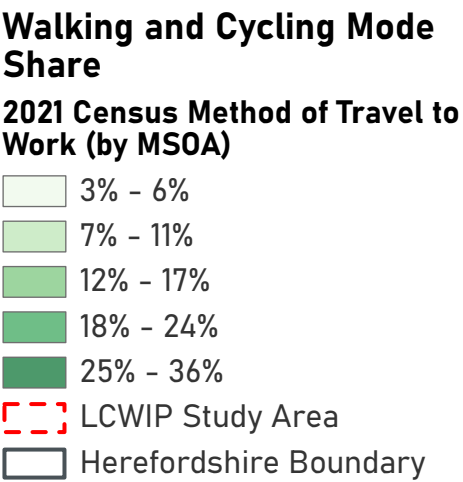
Map 22 Method of travel to work (walking and cycling) 2011

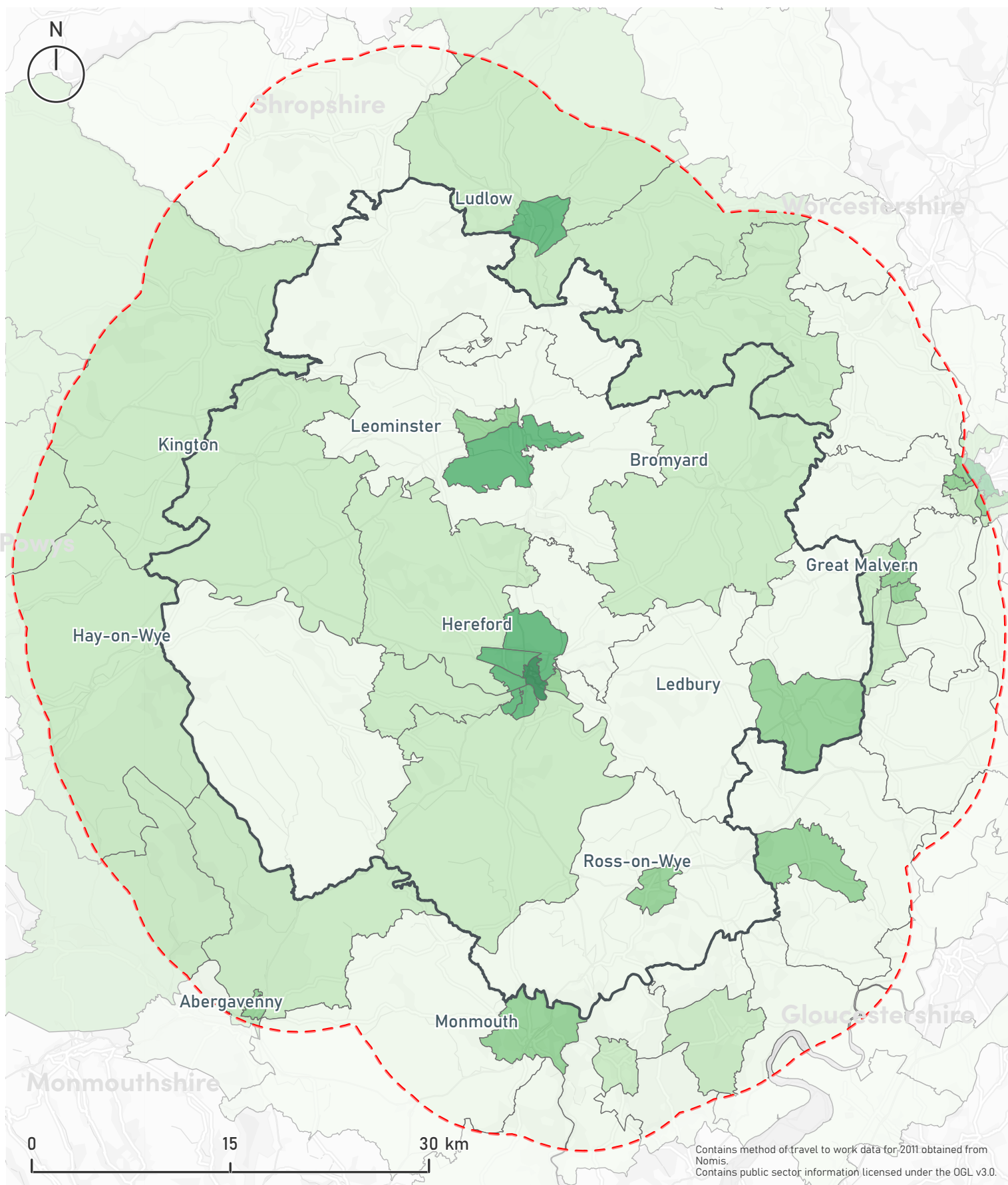


Walking and Cycling (2021)

Map 23 on page 123 shows the mode share of travelling to work by walking and cycling as per the 2021 Census results. This indicates that whilst residents living in close proximity to Hereford city centre walk and cycle to work, the modal share of walking and cycling in other market towns such as Ledbury, Leominster and Ross-on-Wye has decreased compared to findings from the 2011 Census.

It is important to caveat that the 2021 Census was undertaken during the Covid-19 pandemic which could be modifying the results.





Map 23 Method of travel to work (walking and cycling) 2021

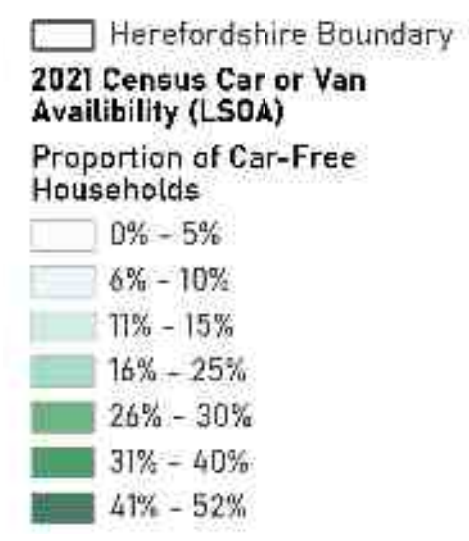


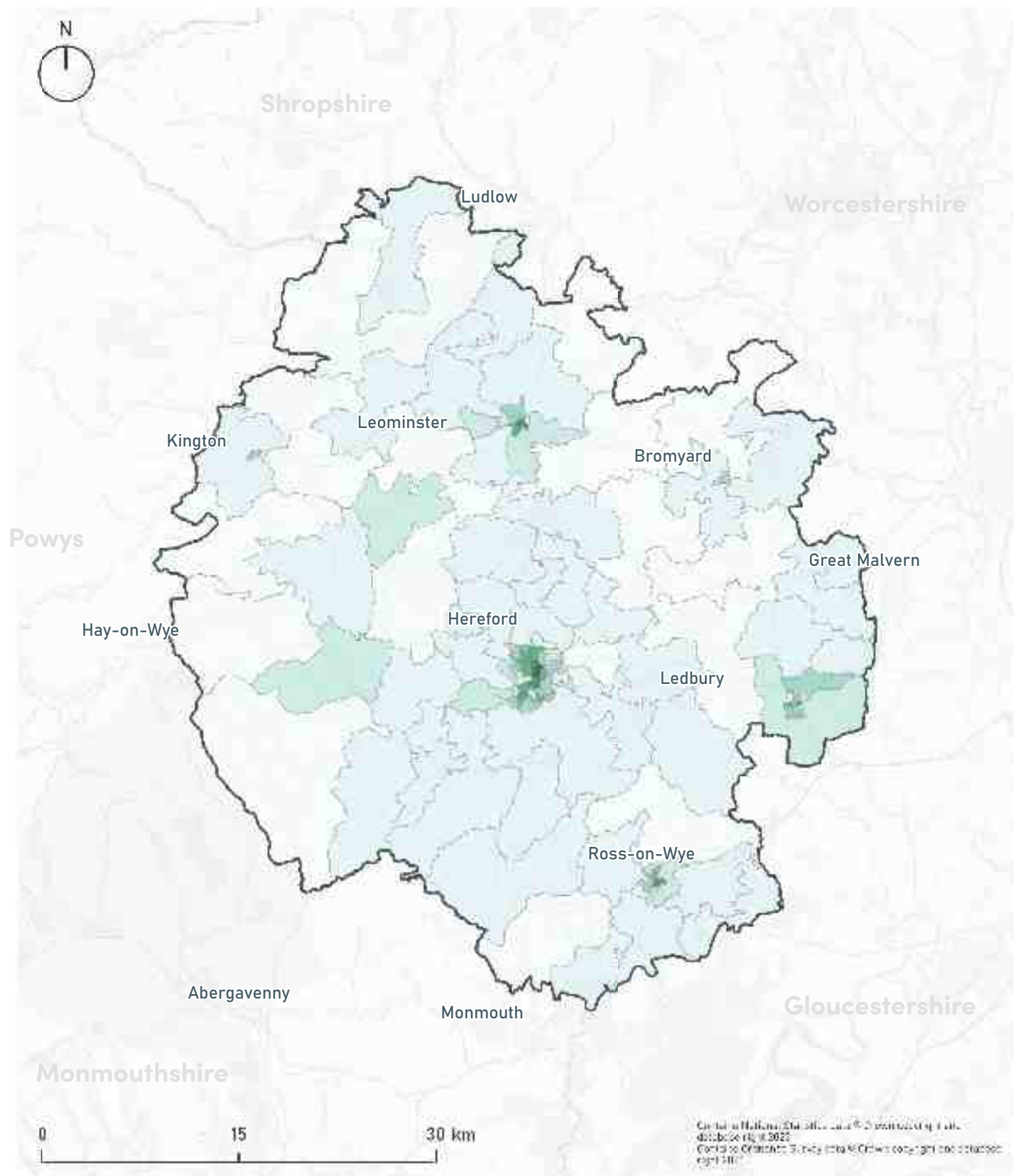
Proportion of car-free households

It is important to understand the proportion of car-free households across the county to understand accessibility levels and the potential for active travel growth.

Map 24 on page 125 highlights the proportion of households across the county that do not have access to a car or van, taken from the 2021 census. The map generally suggests a relatively high car ownership across the county, particularly in rural areas.

As shown on the map, areas with a relatively high proportion of car-free households are located around Hereford. In addition, towns such as Ross-on-Wye, Leominster and Ledbury have small pockets of car-free households.





Map 24 Proportion of car-free households (2021)