

Local Transport Plan Fifth Version 2025-2041

Final LTP

October 2025

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Foreword – Cllr Philip Price

As Portfolio Holder for Transport and Infrastructure, I am proud to present the fifth version of Herefordshire Council's Local Transport Plan (LTP5).

This document embodies our vision and steadfast commitment to developing a sustainable, accessible, efficient and resilient transport network. This network will connect every corner of our county and will meet the evolving needs of our residents, businesses, and visitors.

A cornerstone of this strategy is the delivery of the Western Bypass around Hereford.

The Bypass project is critical to unlocking new economic growth and opportunities, enhancing connectivity between Hereford and surrounding county, alleviating congestion in the city centre and supporting cross county movement. The Western Bypass will respond to the expressed priorities of our communities which are reflected in the LTP5's objectives. It will also improve the efficiency of freight movements, boost business and open up new opportunities for an integrated transport system in the county, particularly for public transport.

The policies set out in this Plan promote safe, integrated and coherent transport systems that will 'improve Herefordshire's transport network in every choice we make'. We are confident that through the measures set out in this Plan, Herefordshire's transport system will continue to support a high quality of life for residents, enable successful businesses, and provide enjoyable experiences for visitors.

Our LTP5 has been shaped by extensive engagement with local communities and stakeholders. Importantly, this Plan is not the conclusion - it is part of an on-going journey that will continue to evolve in partnership with local organisations based on robust evidence. We will continue to review opportunities to enhance our transport network, ensuring that it remains responsive to the rich heritage and evolving needs of our county.

I invite you to explore the Local Transport Plan and join us in shaping the future of transport in Herefordshire that supports the individual character of Herefordshire's Market Towns, City and rural hinterland. Together, we can create a multi-modal network that empowers greater choice whilst also paving the way for a bright and sustainable future.

1. Executive Summary

Overview

LTP5 sets out the strategy and investment priorities for improving the county's transport network. The focus of LTP5 is to improve travel choice, alongside providing a stable long-term framework for investment that strengthens Herefordshire's position as an attractive place to live and do business.

Local priorities have been embedded throughout the Plan which have been identified through extensive engagement with communities, stakeholders and partner organisations. We are therefore confident that LTP5 reflects the distinct needs of Hereford, the Market Towns, and rural communities.

Place Based Strategy

Herefordshire is a predominately rural county with a population of 191,000¹ and a population density of approximately 87 people per square kilometre.² One third of our population lives in Hereford City, with the remaining residents split between the five Market Towns, villages or hamlets.³

To reflect the unique character of Herefordshire and the varying transport needs of our residents and businesses throughout the county, LTP5 focuses on the following place types:

- **Hereford City:** Centrally positioned in the county, Hereford City is the hub for employment, retail and public transport. Hereford Railway Station and Bus Terminal provide local and cross-boundary connections, supporting movement and economic opportunities in the city. Residents of the city have the greatest travel options and the highest levels of walking and cycling but the city also experiences severe congestion due to its historic layout and corridors. A significant amount of new development is also anticipated to take place in and around the city.
- **Rural Herefordshire and Market Towns:** Outside of Hereford's boundary the rural populations are primarily concentrated around the Market Towns of Bromyard, Kington, Ledbury, Leominster and Ross-On-Wye. Due to limited connectivity with the wider transport network, residents in these areas are overwhelmingly dependent on private car usage for their basic travelling needs.
- **The transport network:** In addition to the two place types and their specific systems, these elements of the strategy will focus on aspects that apply across the whole of Herefordshire, such as strategic connectivity, freight,

¹ [ONS Mid-Year Population Estimates, 2024](#)

² [Population and Household Estimates, Census 2021](#)

³ [Herefordshire Bus Service Improvement Plan, 2024](#)

public transport, sustainable transport, personal safety, travel planning and alignment to the existing Highway Maintenance Plan.

Key priorities for transport

Our key priorities across the three place types include:

- **Hereford City**
 - Delivering the infrastructure to unlock and support sustainable new development including the Western Bypass and city centre urban realm improvements.
 - Improving a coherent and connected walking, wheeling, cycling system between the city and new developments.
 - Improved public transport facilities, including the incorporation of real-time data technologies.
 - Reviewing car parking provision in the city centre.
 - Provision of secure cycle parking and expansion of on-street bike and electric bikes (e-bike) hire scheme.
 - Expansion of Electric Vehicle (EV) infrastructure around the city.
 - Transition of freight to sustainable modes.
 - Bus priority on key corridors through Hereford City.
 - Delivering a Transport Hub at Hereford Railway Station.
 - Safer speeds within the city centre and residential streets.
- **Rural Herefordshire and Market Towns**
 - Improving Market Towns and villages by enhancing town centre pedestrian facilities.
 - Unlocking strategic development through transport infrastructure investment in Leominster, Ledbury, Ross-on-Wye, Bromyard and Kington.
 - Improving cycling, walking and wheeling facilities and wayfinding signage across all Market Towns.
 - Supporting the delivery of EV charging facilities.
 - Improving access to railway stations, including Leominster Railway Station.
 - Improving bus stop infrastructure and waiting facilities.
 - Improved bus service frequency between Hereford City and the Market Towns.
 - Producing a Rural Mobility Strategy.
 - Safer speeds along identified routes in Market Towns.
- **Transport network**

- Improving the longevity and management of the highway network and assets.
- Reducing congestion through successful co-ordination and intelligent transport systems.
- Developing a coherent county wide parking strategy.
- Improving road safety and personal safety perceptions.
- Improving bus and coach services.
- Enhancing rail services.
- Increasing travel choices.
- Supporting transport decarbonisation and biodiversity.
- Supporting the freight and logistics sector.
- Ensuring transport is central to new development.
- Pro-active collaboration and involvement in partnership frameworks to support an integrated transport system.

Achieving objectives

Together, the LTP5 strategy and measures will support a coherent, integrated transport system throughout Herefordshire and will help to achieve the following LTP5 objectives of:

- Supporting a thriving and prosperous economy.
- Enabling healthy behaviours and improving wellbeing.
- Tackling Climate Change and protecting and enhancing the natural and built environment.
- Improving accessibility and inclusivity.
- Improving transport safety and perceptions of security.

LTP5 is a living document that will be reviewed and updated as part of a continuous process. All future amendments, including those to action and monitoring plans, will be incorporated through formal addendums. This ensures LTP5 remains firmly aligned with the county's priorities and is responsive to changing needs over time.

2. Introduction

LTP5 sets out the overarching strategy and actions for all aspects of transport across the county. At its core is a clear commitment to transparency and alignment – ensuring that investment decisions directly support our core objectives of delivering for residents, fostering sustainable economic growth and strengthening the county’s connectivity. The objectives of LTP5 are:

Supporting a thriving and prosperous economy

By creating a sustainable, reliable and integrated transport network through targeted investment in new infrastructure and improved access to new housing, employment land, facilities and services, education and training.



Enabling healthy choices to improve wellbeing

By providing the right facilities and environment for a wide range of travel modes (including cycling, walking, wheeling, bus, community transport and rail) to increase readily available transport choices for everyone.



Tackling climate change and protecting and enhancing the natural and built environment

By creating a transport system that supports informed, sustainable, and low emission travel choices, designed to complement and protect Herefordshire’s landscape and historic character.



Improving accessibility and inclusivity

By delivering an equitable and inclusive transport system that ensures accessibility for all users and harnesses the benefits of improved digital connectivity.



Improving transport safety and security

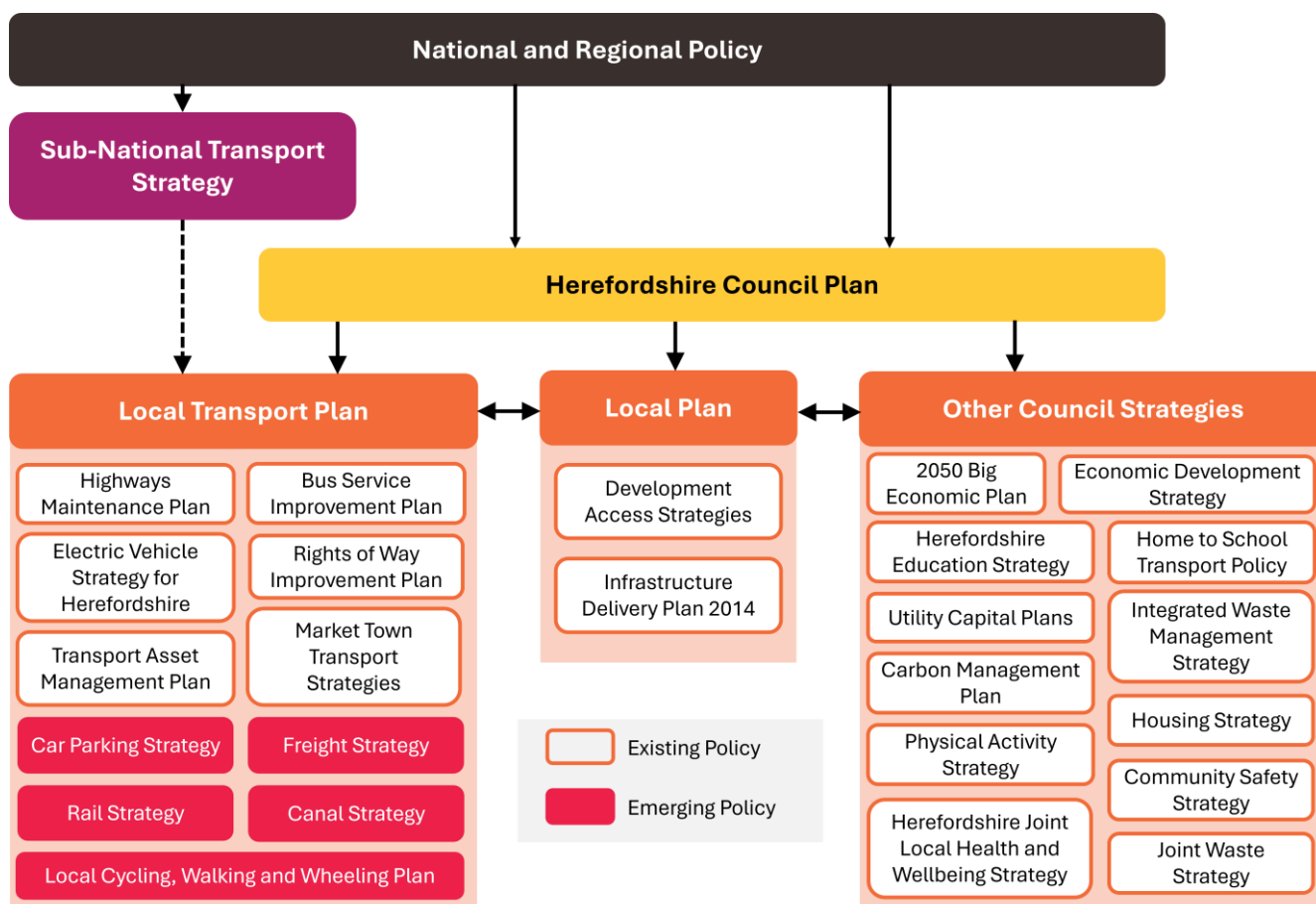
By addressing those identified impacts of transport on people, ensuring communities are safe, perceived as safe and more pleasant places to live.



Policy context

We have worked closely with stakeholders and engaged extensively with the public to ensure that their priorities are captured. LTP5 also reflects the aspirations in national, regional and local policies and our existing council strategies as shown in Figure 1.

Figure 1: Relationship between Herefordshire's LTP and wider policies



LTP5 positions Herefordshire to achieve the priorities set out in Herefordshire Council Plan⁴ (2024-2028) which include:

1. **People:** Enabling residents to realise their potential, to be healthy and to feel safe and supported.
2. **Place:** Protecting and enhancing the environment to ensure that Herefordshire remains a great place to live, work and visit.
3. **Growth:** Creating the conditions to deliver sustainable growth across the county; attracting inward investment, building business confidence, creating jobs and enabling housing development supported by the right infrastructure.
4. **Transformation:** Embracing best practice and delivering innovation through technology.

⁴ [The Herefordshire Council Plan, 2024-2028](#)

As shown in Figure 1, LTP5 is also supported and complements our Market Town Strategies, Maintenance Plan and modal strategies including the Herefordshire Bus Service Improvement Plan (BSIP), Electric Vehicle (EV) Strategy⁵ and the emerging Local Cycling, Walking and Wheeling Infrastructure Plan⁶ (LCWWIP) and Parking Strategy for Herefordshire.

⁵ [Herefordshire Electric Vehicle Strategy, 2024](#)

⁶ [Herefordshire's Emerging Local Cycling, Walking and Wheeling Infrastructure Plan, 2025](#)

3. Herefordshire at a Glance

Geographic and demographic

Herefordshire is a county that is renowned for its captivating and stunning natural landscapes along with a rich historical heritage. The county is made up of a number of historic Market Towns, the cathedral city of Hereford City and extensive rural areas.

Our population of approximately 191,000 (2024)⁷ is spread across 840sq miles making us one of England's least densely populated counties. Over half of the population (53%) live in areas defined as 'rural', with the majority of these (43%) in the most rural "village and dispersed" areas.⁸

Population growth was 2% between 2011 and 2021 and was much slower than the national average (6.6%).⁹ There were fewer births than deaths (1,500 births compared to 2,500 deaths in 2022-2023) and population growth was mostly attributed to inward migration. The population is also older than the national average with 27% aged 65+, compared to 19% for England and Wales. This is particularly prevalent in our rural areas.¹⁰

Economic profile

Hereford is one of the oldest cities in England. A historic hub for economic activity with a city centre that is rich in character and activity. The city centre is home to a number of employment sites, including Hereford Enterprise Zone. Adjacent military bases also house significant populations and the Royal College for the Blind located in the city centre adds to the diverse mix of people travelling into Hereford.

Our vibrant Market Towns are the largest settlements outside of Hereford City, shaped by historic streets and an array of 15th to 18th century buildings. Surrounded by beautiful countryside, they provide a mix of independent retailers, hospitality, employment and education facilities that underpin both the local economy and quality of life. Their unique heritage, setting and culture - from the bustling market days to events held in these towns - make them attractive tourist destinations, such as Ledbury's Eastnor Castle.

Enhancing safe and convenient transport links between Hereford and its Market Towns will strengthen these economic and cultural connections, in addition to supporting local commerce, tourism and those community traditions that make Herefordshire so distinct.

Environmental and Climate

Herefordshire is home to beautiful landscapes and habitats, such as the River Wye Special Area of Conservation. While the county's extensive rural environment is a key asset, it also presents challenges for the transport network, particularly with regard to severe weather events, such as flooding, and biodiversity pressures, all of which affect maintenance, safety and accessibility.

Herefordshire's transport system is a major contributor to carbon emissions. The number of motorised vehicles and characteristics of the highway network also leads to congestion in

⁷ [Understanding Herefordshire, 2024](#)

⁸ [Population around the County, Herefordshire Council 2025](#)

⁹ [Population Change in Herefordshire, Census 2021](#)

¹⁰ [ONS Mid-Year Population Estimates, 2023](#)

Hereford City and the Market Towns. There are legislative and local commitments to reduce emissions to Net Zero.

This is supported by the presence of Air Quality Management Areas (AQMA) on the A49 in Hereford and Bargates in Leominster. The level of nitrogen dioxide at these two sites exceeds safe national standards largely due to congestion during peak hours.¹¹ Air quality is therefore annually monitored on the A49 and Bargates to protect the health and wellbeing of our residents. The air quality monitoring data that is collected is also used to support and evidence the need for future transport investment.

Transport characteristics and connectivity

Travel across Herefordshire is influenced by a combination of geography, population distribution, and the characteristics of the existing transport network, leading to a comparatively higher dependency on road transport, particularly private vehicles and buses, for local and regional journeys.

Limited public transport coverage

Rail access in the county is limited, with only four railway stations (Hereford, Colwall, Ledbury and Leominster), making it an impractical option for many residents. Hereford Railway Station is the main hub for the county, providing connections to Cardiff, Manchester, London (Paddington), Birmingham (New Street), Worcester, and Oxford. The limited number of stations means rail cannot fully meet travel demand, increasing reliance on the road network for end-to-end journeys which go beyond Herefordshire's County boundaries. Further investigation is needed to explore the potential for investment in new rail facilities.

Journey times can vary, with local journeys to the county's other stations being time-favourable when compared to driving (Hereford to Ledbury takes 17 minutes by train in comparison to 25 minutes by car – and 40 minutes by bus). Similarly, rail journeys to other national urban centres are also feasible, including:

- Birmingham New Street takes 90 minutes.
- Manchester takes just over two hours.
- London Paddington takes three hours.

The limitations of the railway infrastructure further amplifies pressure on local bus services. Herefordshire's bus network is operated by nine independent companies, which presents both challenges and opportunities. Only 43% of the population has access to an hourly service, and just 8% can access a service every 30 minutes or better. Similar to rail, the local and regional bus network is concentrated in Hereford, with services permeating out towards the Market Towns. Frequencies vary, but this core network generally provides hourly connections from Hereford Monday to Saturday, until the early evening.

From the Market Towns, some services are severely limited, with only five of 115 registered local bus services operating at frequencies under an hour.¹² Additional rural services link

¹¹ [AQMA Sites in Herefordshire, DEFRA](#)

¹² [Herefordshire Bus Service Improvement Plan, 2024](#)

villages to Hereford or other Market Towns but are often infrequent and only operate on certain days.

Low bus frequencies and practical difficulties in interchanging between modes, particularly in the evenings and on Sundays, make public transport challenging for many residents. National coach services are also limited, with only National Express service 445 linking Hereford and Ross-On-Wye to London, operating three times a day with a journey time of just under five hours.

Connectivity between different modes can be difficult. Hereford has two separate bus stations, neither co-located with the railway station. We are progressing with our partner organisations the construction of a new Transport Hub at Hereford Railway Station. The aim of the new transport hub is to facilitate multi-modal integration and provide a seamless transition between bus and rail services.

Varying levels of car dependence

The rural character of Herefordshire, dispersed settlement pattern and limited public transport options means that accessibility can be relatively limited without a car. Reflecting this, 86% of households own at least one car compared to 75% nationally.¹³

Walking, wheeling and cycling

Despite high car use, 18% of residents commute by walking, wheeling or cycling (compared to the national average of 14%).¹⁴ This is particularly evident in Hereford, Leominster and Ross-on-Wye. However, existing infrastructure is inconsistent between urban and rural areas, presenting a significant constraint on the perceived safety and feasibility for short-distance journeys.

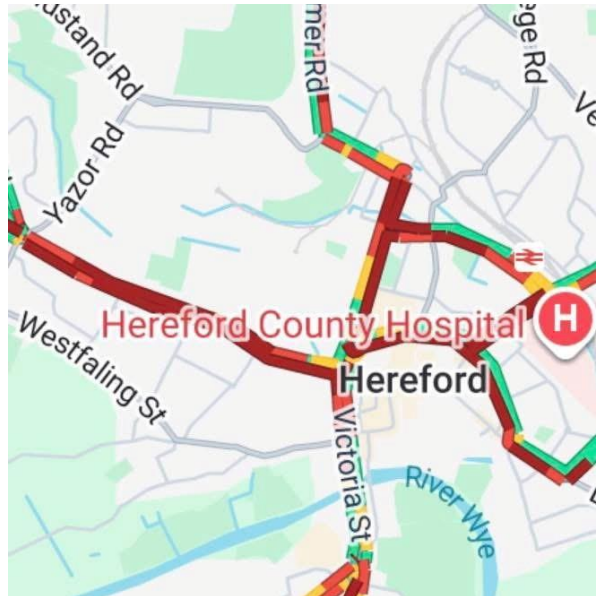
Congestion

Hereford City is a key employment, education, and service hub, drawing people from across the county and beyond. A number of key routes converge through Hereford and, as a result, congestion is a persistent issue across the county but is most pronounced in Hereford City, particularly on the A49 corridor, impacting air quality and journey reliability as shown in Figure 2.

Figure 2: Congestion through Hereford City (Source: Google Maps)

¹³ [ONS Car and Van Availability TS045, Census 2021](#)

¹⁴ [ONS Travel to Work TS061, Census 2021](#)



Development pressures

The government has set Herefordshire with targets which will deliver substantial housing growth. National policy changes have increased the county's housing target to 27,260 new homes over 20 years. This is a 70% increase compared to the previous target of 16,100 in our current Local Plan. This scale of growth is unprecedented locally and will require major investment in infrastructure and facilities to support the rising population.¹⁵

Transport-related social exclusion

Increases in the cost of living, the legacy of COVID-19 pandemic and cuts to local bus services have exacerbated transport related social exclusion, particularly in rural areas across the UK.¹⁶

For residents affected by transport related social exclusion, challenges in public, private and sustainable transport systems have a fundamental impact on their everyday lives. These individuals are further pushed into poverty by rising transport costs and have limited access to healthcare and other essential services due to the transport options available. Many also face social isolation, anxiety and poor mental health through having to cope with delays and uncertainty over the lack of choice they have to travel. These effects particularly fall on disabled people, those living in rural areas, low-income households or carers, who generally face greater constraints on their transport choices and greater consequences from the transport challenges.¹⁷

Rural isolation is a significant challenge in Herefordshire, particularly for older residents and those without a car. Limited public transport can restrict access to jobs, education, healthcare, and social opportunities, increasing the risk of social exclusion.¹⁸

¹⁵ [Herefordshire Council, 2025](#)

¹⁶ [Transport and social exclusion in the North in 2023/24, 2024](#)

¹⁷ [Transport and social exclusion in the North in 2023/24, 2024](#)

¹⁸ [Rural Livelihoods and Transport, The Countryside Charity Herefordshire](#)

Rural communities are often isolated by limited coverage and low frequency bus services. Thereby often requiring multiple bus journeys to reach a destination, making a return journey impossible or sufficiently time-consuming excluding them from other aspects of everyday life. This also contributes to forced car ownership and a high degree of car dependency in rural communities to allow them to maintain basic levels of social inclusion¹⁹.

Transport delivery

LTP5 provides a framework that best positions Herefordshire to pursue external investment opportunities to transform the existing transport system. The majority of funding for new transport interventions has traditionally come from external sources, including new development, grant funding from the DfT or other transport bodies. The new government has indicated a shift towards more guaranteed allocated funding. This is evidenced by the allocation of £4.76 million from the Local Transport Grant (LTG) to support transport enhancements and maintenance over the next four years in Herefordshire.²⁰

LTP5 has been produced while land-use allocations are still in development through our emerging Local Plan. The use of developer contributions and aligning our emerging Local Plan with the LTP5 will be critical in providing funding to design and develop schemes. While transport infrastructure improvements, such as the planned bypass, are already a necessary to address existing transport issues, the scale of these projects is now commensurate with the need to meet government housing targets. This growth presents a considerable delivery challenge, yet it simultaneously creates a financial opportunity to fund the required transport infrastructure provision. LTP5 will be reviewed and updated once the Local Plan is completed to ensure alignment between the two core policy documents.

Having an up-to-date LTP will ensure that we are best placed to seek future funding opportunities. We will also continue to bid for other funding sources and periodic updates to LTP5 will reflect this.

We will need to continue be a proactive partner and work in collaboration with external regional transport bodies such as Great British Railways and National Highways to encourage and co-ordinate investment, helping to improve the transport network across Herefordshire.

Conclusion: challenges and opportunities

Herefordshire's transport and infrastructure challenges are shaped by its rurality, demographics, economic structure and ambitious growth targets. The county must:

- Deliver increased travel choices.
- Improve equitable access and inclusivity for residents.
- Encourage economic growth alongside environmental protection and climate resilience.
- Align the planning of new development with transport aspirations.

¹⁹ [Transport-related social exclusion in the North of England, 2022](#)

²⁰ [Local Transport Grant Allocation, 2025](#)

- Attract and target external investments to finance identified improvements on the transport system.
- Improve the transport network through every choice we make.

Meeting these challenges will require co-ordination and partnership working with our partner organisations and neighbouring Local Authorities to ensure that we continue to meet the needs of local people and businesses.

4. Engagement

The views of residents and stakeholders are vital in shaping local transport. The LTP5 draws on feedback from other projects and has been developed over an 18-month period through extensive engagement with key stakeholders and public consultation. An overview of this is provided below.

Prior engagement on transport priorities

We have sought feedback and insights on a number of transport policies and plans in recent years that have been considered in the development of LTP5. These have included:

- **Herefordshire Bus Service Improvement Plan (BSIP) (2021)**²¹: Public consultation provided views on the local bus network and priorities for improvement.
- **Market Town Strategies (2022)**²²: Consultation to gain insight on the local issues and priorities for enhancing the Market Towns.
- **Electric Vehicle (EV) Strategy (2024)**²³: Targeted workshops and events held to gauge views and identify priorities for supporting for the switch to EVs.
- **Local Cycling, Walking and Wheeling Infrastructure Plan (LCWWIP)**²⁴: Public consultation undertaken during Summer 2025 on proposed walking, cycling and wheeling improvements.

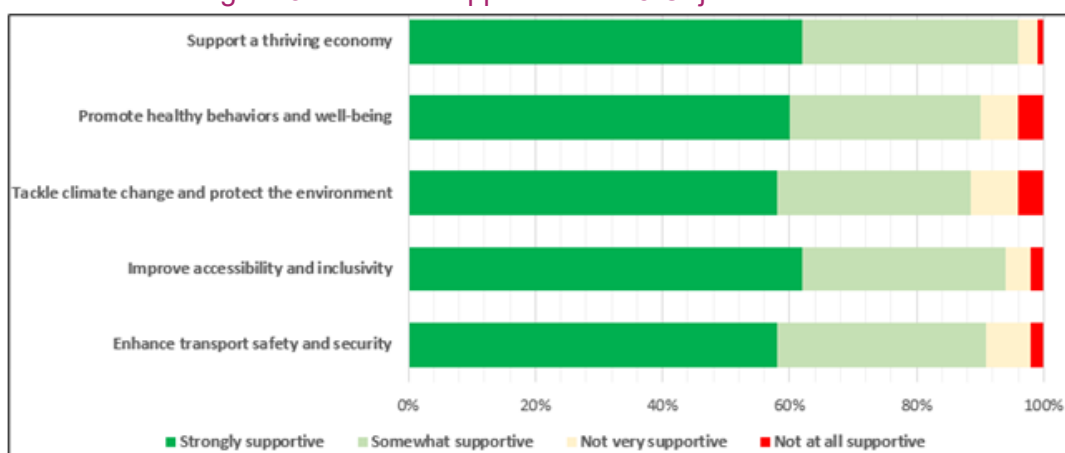
Engagement on LTP5 objectives – March to May 2024

Engagement was undertaken with stakeholders and the public to gather their views on emerging themes, priorities and proposed LTP5's objectives. This included:

- In-person roadshows where 873 people attended.
- An online survey which gained 578 responses.

As presented in Figure 3, feedback showed consistent positive support for the proposed LTP5 objectives, with all of them either strongly or somewhat supported by 90% of respondents.

Figure 3: Level of Support for LTP5 Objectives



²¹ [Herefordshire Bus Service Improvement Plan, 2024](#)

²² [Herefordshire Council Market Town Investment Plans](#)

²³ [Herefordshire Electric Vehicle Strategy, 2024](#)

²⁴ [Herefordshire's Emerging Local Cycling, Walking and Wheeling Infrastructure Plan, 2025](#)

Draft LTP5 public engagement feedback – May to June 2025

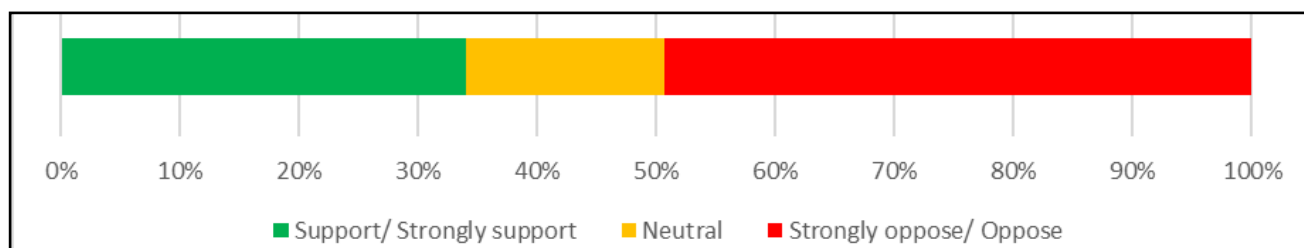
An eight-week consultation on the draft LTP5 took place over summer 2025. Various activities were undertaken including an online survey, an in-person event at Hereford College and copies of the draft LTP5 were also made available in libraries across the county.

A total of 578 people and a number of organisations (discussed later in this section) responded to the public consultation. Responses were received across several age groups, in particular:

- Over 35% of respondents were aged under 24 years old.
- 40% of respondents were aged between 25-64 years old.
- Just under 25% were aged over 65.

As part of the consultation, respondents were also asked to provide views on their choice of travel options and priorities for transport. Figure 4 highlights that 49% of respondents felt they did not have a good choice of travel options, compared to 34% who felt they did. It was observed that respondents who live in rural areas to the west, south-west and north-east of the county were more likely to respond that they did not have good travel options, whereas those living in the south of Hereford City were more likely to agree that they had a good choice of travel options. This demonstrates the importance of the identifying measures in LTP5 which improve travel choices, particularly for residents in rural areas of the county who have reported that they have limited travel options.

Figure 4: Level of agreement to the statement 'I have a good choice of travel options'



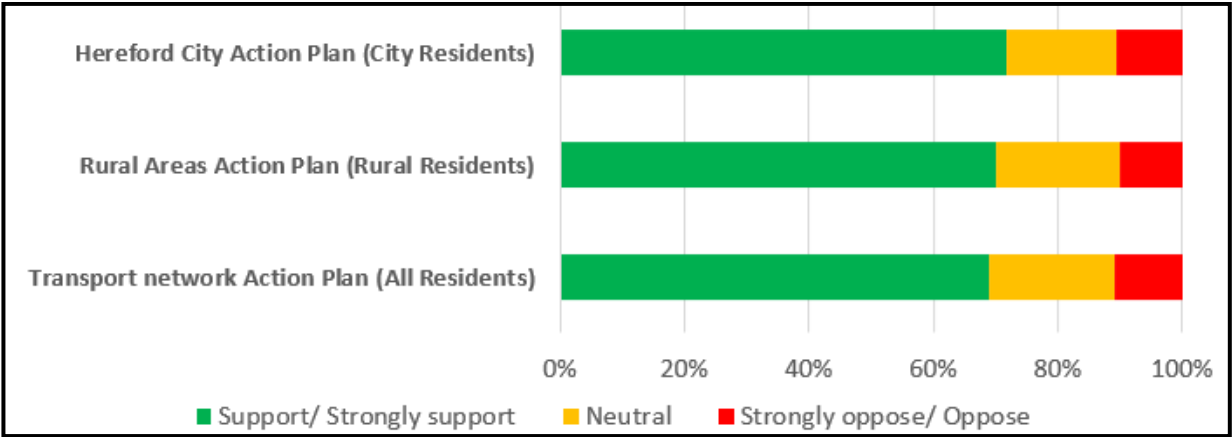
Respondents were also asked how important certain aspects relating to transport were to them. Among all respondents, 91% identified 'pedestrian facilities' as important or very important, followed by 89% for 'clean air'. 'access to public transport' (87%) and 'access to a car' (84%) were also considered important by most respondents. Priorities did vary by where residents live, including:

- 'Clean air' was the most important to respondents who lived in Hereford City.
- 'Access to a car' was more important to rural residents than in Hereford City.
- 'Access to cycle facilities', 'access to a car' and 'car parking' were all of similar level of importance to residents of Hereford City.

Pedestrian facilities were consistently stated to be the most important element to residents and therefore LTP5 identifies a number of specific interventions as well as an approach that could help improve provision across rural areas of the county.

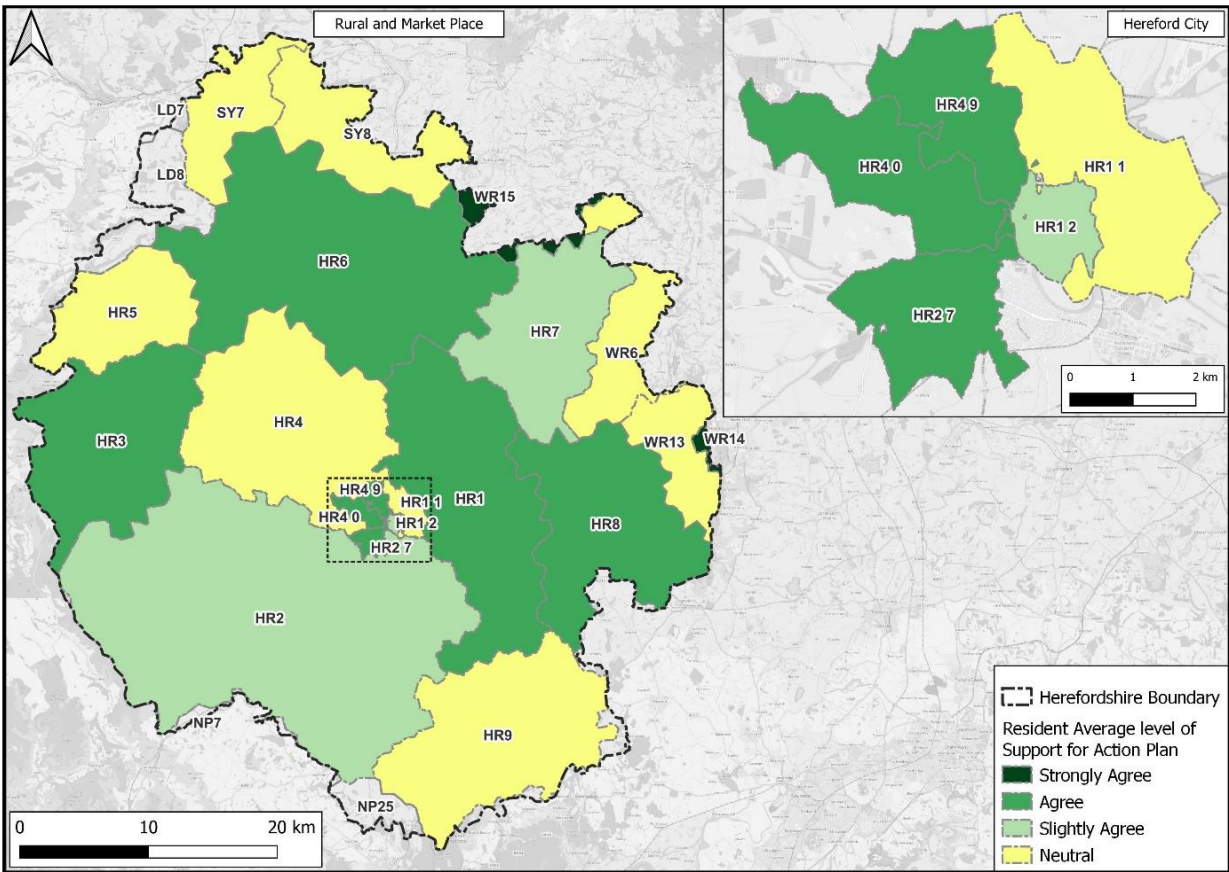
Across the three place-based strategies, at least 80% of respondents expressed support for each of the five strategy objectives. Figure 5 shows that 72% of respondents supported the Hereford City Action Plan, 70% supported the Rural Areas Action Plan and 69% supported the Transport Network Action Plan. This compares to 10% who opposed or strongly opposed to each of place-based action plans.

Figure 5: Level of Support for Action Plan in each place-based Strategy



These responses are complemented by Figure 6 which highlights the greatest levels of agreement for the LTP5’s Action Plans were residents from Hereford City and the larger Market Towns of Leominster and Ledbury.

Figure 6: Level of Support for actions plan based on where residents live



Stakeholder and partner organisations

Key stakeholders, including regulatory bodies with statutory obligations, participated in the consultation on the draft LTP5. Their participation ensures that the LTP5 is compliant with the relevant legislation, including the Strategic Environmental Assessment (SEA) and Habitats Regulation Assessment (HRA).

The stakeholders and organisations who responded to the LTP5 documents included:

- Partner transport bodies including National Highways, Midlands Connect, the Environment Agency, Natural England, Historic England and Canals & Rivers Trust.
- Neighbouring Local Transport Authorities including Worcestershire, Gloucestershire and Monmouthshire.
- 4 Parish Councils, 5 Town Councils and 1 City Councils.
- 20 other interest groups, including the Hereford Enterprise Zone, Herefordshire Mencap, Hereford College of the Blind and Visually Impaired, Herefordshire Civic Society and a number of schools and business across the county.
- 5 County Councillors.

Across these responses, the following themes were most frequently raised:

- **Public Transport:** A desire for improved frequency, information operating hours and interchange between different sustainable travel choices.
- **Safety:** Safety for vulnerable road users, school travel, impact of HGVs, support for lower traffic speeds and facilities for pedestrians.
- **Resilience and the Western Bypass:** Improving the resilience of the network, access and the opportunities the Western Bypass creates to prioritise sustainable travel in the city centre.
- **Freight:** The impact of larger vehicles and improving provision for drivers.
- **Rural Areas:** Request for more solutions to address the unique needs of rural communities and to reduce rural inequalities.
- **Monitoring:** Request to provide more detail on what the impact of improvements will be and how it supports the Council's objectives.

Refining the LTP

The feedback from consultation has informed the revisions made to create LTP5. This includes additional detail around plans and aspirations for supporting public transport, priorities for freight and road safety.

A monitoring plan has also been included post consultation to provide a range of multi-modal targets that reflect the key priorities of LTP5.

These refinements have helped to shape a strategy that reflects the priorities of local residents, businesses and visitors. Any future changes and updates will be included as addendums to LTP5, ensuring the document remains reactive and appropriate to Herefordshire's transport systems.

5. Hereford City Strategy

Overview

Hereford is home to approximately 60,000 residents, representing roughly one third of the total population of Herefordshire.²⁵

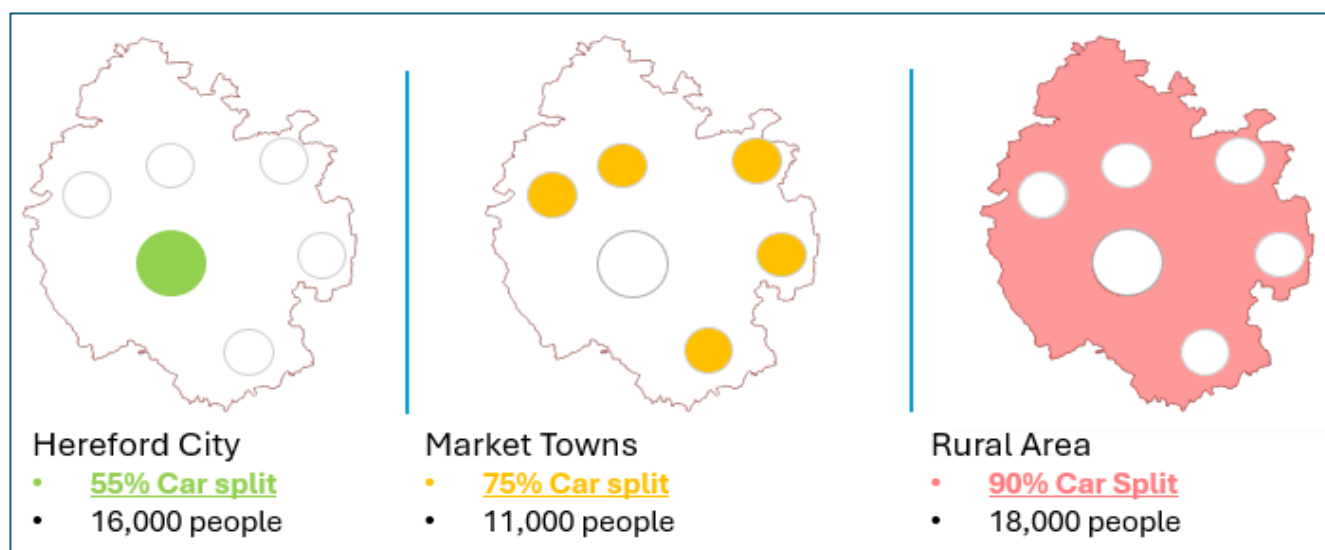
The city has a younger, and more varied demographic than the rest of Herefordshire²⁶. There are also significant social variations across the city. For example, the central and south-eastern areas have high levels of productivity and low levels of deprivation. In contrast, some areas to the south-west of the River Wye fall within the top 10% most deprived areas in England.²⁷

Hereford Enterprise Zone is a significant employment site with 45,000 jobs, on the south-eastern edge of Hereford. There are also a number of large employers to the north of the city centre.

A third of jobs in Hereford are filled by residents of the city. The rest, representing around 30,000 people, commute into the city from surrounding towns and rural areas within Herefordshire and neighbouring areas.²⁸

The majority of commuting into the city is by car, although the percentage that drive varies by origin as shown in Figure 7. Just over half of those that live and work in Hereford City commute by car, with around 40% walking, cycling or wheeling. For journeys into the city, car travel is higher at 75% of trips from the Market Towns, rising to 90% from rural areas where there are more limited travel choices.²⁹

Figure 7: Commuting trips split by place (2021 Census Travel to Work Data)



²⁵ [ONS Mid-Year Population Estimates, 2023](#)

²⁶ [Population around the County, Herefordshire Council 2025](#)

²⁷ [Indices of Multiple Deprivation, 2019](#)

²⁸ [ONS Travel to Work TS061, Census 2021](#)

²⁹ [ONS Travel to Work TS061, Census 2021](#)

Supporting a thriving and prosperous economy

Hereford will be the focus of new housing and employment growth to meet government targets. New development will require significant transport infrastructure investment in the city and surrounding area to unlock the proposed growth. The priorities to support this growth include:

- Delivery of a **Western Bypass** to the west of the city, providing access for new development areas and helping to take traffic away from the city centre.
- Enhancements to **city centre urban realm** to improve attractiveness and boost the local and visitor economy.
- Enhanced **cycling, walking and wheeling** facilities across the city to maximise the number of short distance trips within Hereford City that are chosen to be made by active travel.

Western Bypass

New infrastructure including vehicular routes will be vital for providing access for all users and mitigating the impact of new travel demand on the historic city centre.

The exact alignment of a new bypass to the west of the city and connecting the A49 south of Hereford to the A49 in the north will be developed in co-ordination with National Highways and linked to the positioning of new development in the city centre.

The Western Bypass will help to take through traffic away from the city centre, reducing congestion and helping to improve air quality along key corridors. As well as improving the journey time reliability of travel for freight and visitors into the city, it will enable the existing route through Hereford to be de-trunked and unlock a number of new opportunities to enhance the city centre's connectivity and grow our economy.

Changes to the City Centre

The Western Bypass will divert traffic away from the city centre and enable improvements to the public realm in the city centre, providing a more vibrant area and boost local business.

Reduced congestion will also enable faster and more reliable bus journey times, and scope to provide dedicated bus priority. In turn this will support the viability of the city and inter-urban bus services to the Market Towns. It will create opportunities to provide more travel choice through dedicated facilities for people to cycle, walk and wheel in the city centre and support more reliable bus journeys.

Further improvements to sustainable travel options will also help to increase accessibility to employment sites, including nearby military sites, and support the high-tech industries within the Hereford Enterprise Zone. The focus of these improvements will be bus services and walking, wheeling and cycling infrastructure. Subject to the future development proposals throughout the city, the feasibility and viability of potential rail or bus connection points will be further detailed in the emerging Herefordshire Rail Strategy.

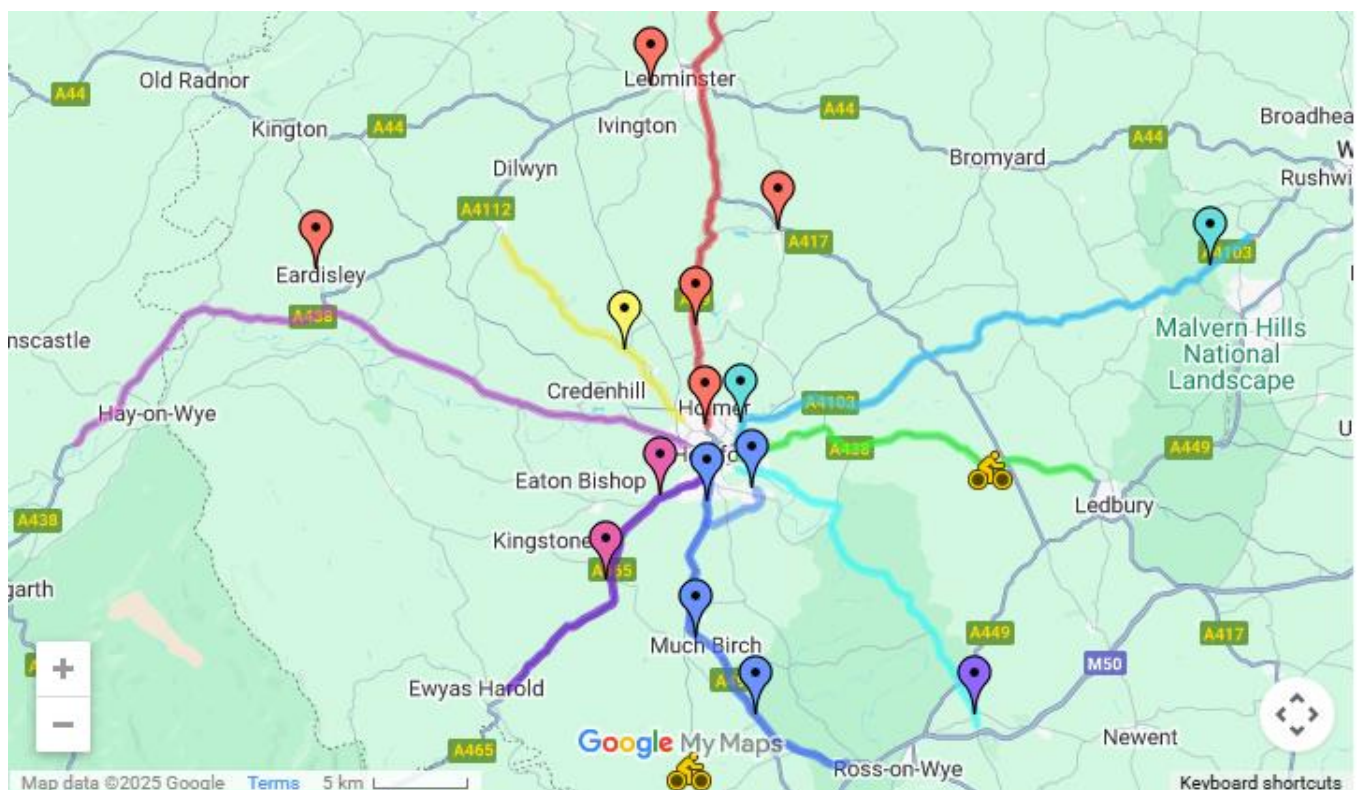
Parking

The city is served by a mix of council-owned and privately-owned car parks. These provide essential parking capacity, manage demand and support footfall in the city centre. However, with limited capacity, car parks can exceed demand during peak periods, contributing to localised congestion in the city.

We will develop a new Car Parking Strategy for Herefordshire. This will identify opportunities to better manage parking demand, including formalising on-street parking arrangements and consolidating car parks where feasible.

There are fifteen Park and Choose sites that increase choice and capacity for travel into the city as shown in Figure 8.³⁰ We will explore the potential for new developments to provide more Park and Cycle sites to serve key corridors into the city.

Figure 8: Park and Cycle Sites



³⁰ [Herefordshire Park and Cycle Sites, Herefordshire Council](#)

Case Study: Leominster High Street Heritage Action Zone (HAZ)

The Leominster High Street Heritage Action Zone (HAZ) was part of Historic England's national programme to reinvigorate high streets by restoring historic character, supporting local identity, and creating more accessible and inclusive town centres. Between 2020 and 2024, Leominster received £1.3 million from Historic England alongside £1.8 million of Council match funding to deliver improvements to buildings, streets and public spaces in the town centre.

The heritage buildings grant scheme successfully restored historic shopfronts and listed facades along High Street, Corn Square and surrounding streets. These works enhanced the town's distinctive character, strengthened its sense of place, and helped support local businesses by improving the appeal and visibility of the town centre.

Alongside this, community and cultural events delivered in partnership with Leominster Town Council helped reconnect residents with their local heritage and encouraged greater use of public spaces.

The public realm improvement programme focused on creating safer, more welcoming pedestrian environments. Footway widening, improved surface treatments, clearer crossing points and raised features have made key streets easier and safer to move through, particularly for people walking, wheeling or using mobility aids. Renewal of ageing drainage infrastructure has also improved street resilience and reduced the need for future reactive maintenance.

Overall, the programme has supported placemaking centred on people, strengthening the town's unique identity while improving equitable access to its high street and public spaces.

Figure 9: Leominster High Street HAZ



Enabling healthy choices to improve wellbeing

The city benefits from a number of attractive routes for walking, wheeling and cycling and recent public realm improvements funded through the Active Travel Fund have enhanced the overall pedestrian environment on key streets in the city centre. In addition to an attractive pedestrianised city centre environment, there are a number of leisure routes surrounding the city such as Great Western Way and a riverside walking, wheeling and cycling route.

Around 40% of commuting trips in Hereford City are under 1.2 miles and 70% under 3 miles.³¹ Approximately half of those trips under 1.2 miles are undertaken by car.³² Therefore, further improvements to walking, wheeling and cycling facilities represent the most efficient means of offering alternative choices to the car for short distance trips in Hereford City thus reducing congestion and improving air quality.

Our aspiration is to improve facilities for walking, wheeling and cycling to make it easier for individuals to choose sustainable travel. We will achieve this by:

- Delivering **connected, comprehensive and safe** walking, wheeling and cycling routes across the whole city.
- Ensuring high quality cycling, wheeling and walking facilities from areas of **new development into the city** and joining to **existing active travel networks**.
- Expanding the number of **low traffic streets** across the city centre and residential areas as supported by consultation responses.
- **Connecting surrounding rural settlements** to Hereford City, including by extending the riverside active travel network.
- Expanding the successful **on-street bike and e-bike hire** scheme in the city.

We will also look to increase the provision of secure cycle parking stands, for standard and non-standard bikes, at key destinations around the city centre and at key interchanges such as the railway and bus station in Hereford City.

Delivering complete cycling, walking and wheeling routes will encourage and enable more people to choose sustainable modes of travel for their everyday journeys. This will provide an alternative travel option to cars and also have wider benefits for health, air quality and productivity. These ambitions align to the approach that will be set out in our emerging Herefordshire LCWWIP³³, a sister document to the LTP5.

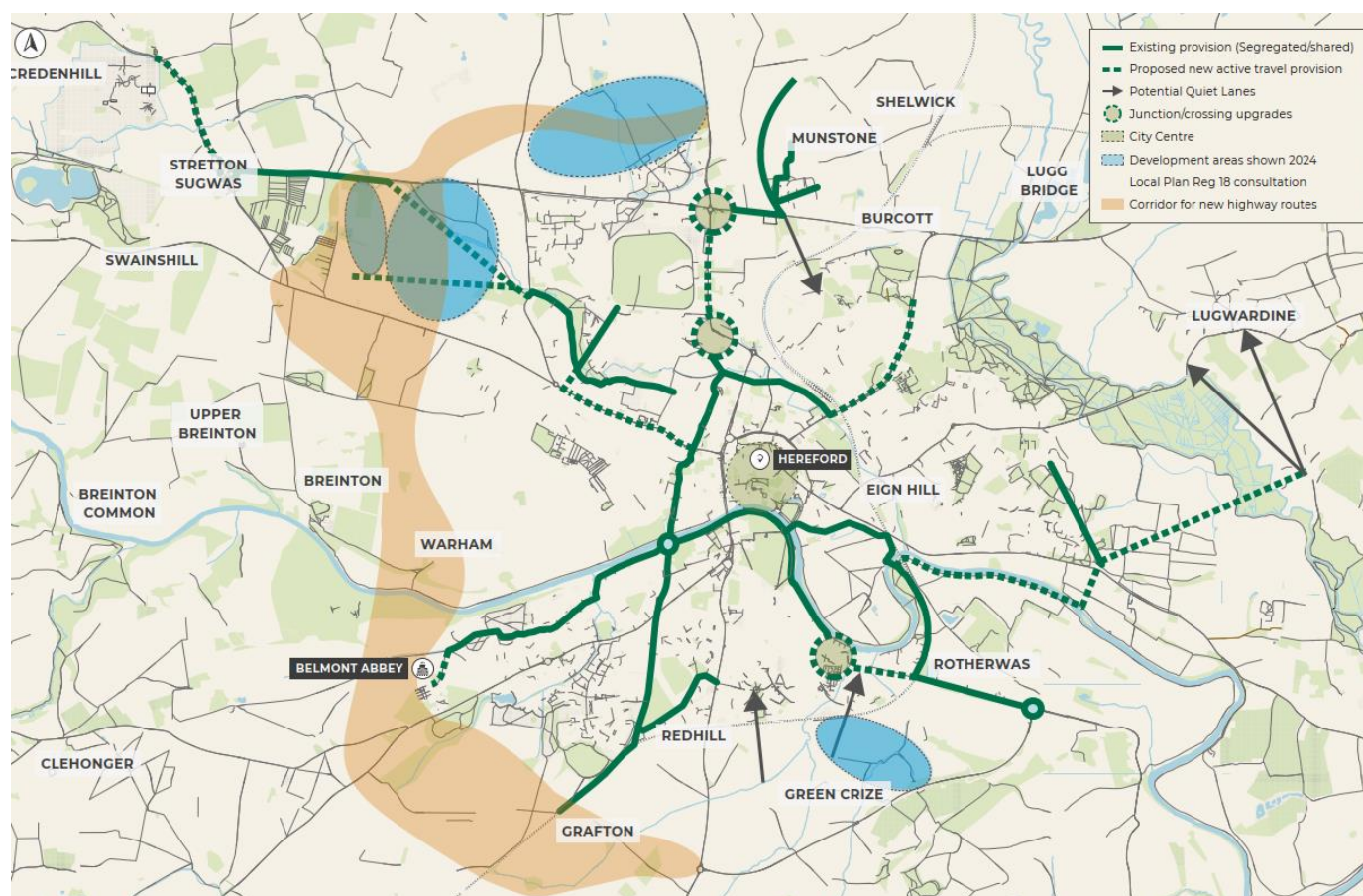
An overview of the LCWWIP priority measures for delivery that will form the basis to develop a pipeline of sustainable transport schemes for the city are shown in the Figure 10 and listed in the Hereford City Action Plan.

³¹ ONS Travel to Work TS061, Census 2021

³² ONS Travel to Work TS061, Census 2021

³³ [Herefordshire's Emerging Local Cycling, Walking and Wheeling Infrastructure Plan, 2025](#)

Figure 10: Hereford City Network Map



Tackling climate change and protecting and enhancing the natural and built environment

The high number of vehicles that drive in and through the city centre contributes to congestion and associated environmental impacts such as carbon emissions, noise and poorer air quality. This is most prevalent along the A49 corridor, from Holmer Road in the north to Belmont Road in the south.

Addressing these impacts will help to create a better place to live, work and visit. To achieve this, we will need to:

- Reduce the amount of motorised traffic **travelling through** the city centre through delivering the bypass.
- Transition to **less polluting types of propulsion** through:
 - Provision of more **EV charging points**.
 - Roll out **zero emission buses in Hereford City**.
- **Support transition of freight to sustainable modes** in the city centre.
- Monitor future **transport related trends** and **associated emissions**.

There are a number of existing EV charging points in Hereford. A significant increase in EV charging points across the city will be required to cater for future demand and help reduce the environmental impacts of transport. The initial priority as set out in the EV Strategy are sites being delivered through LEVI funding. The first on-street installations will begin in 2025

with roll out continuing until at least 2030. Rapid charge points hubs are also planned to be further rolled out across car parks in the county.

As the hub for bus services, Hereford City is also the most suitable location to begin the roll out of zero emission buses in Herefordshire. While previous funding bids have been unsuccessful, we will continue to work with operators to transition the city's bus fleet to zero emission vehicles.

These changes will also help to provide safer and more welcoming spaces for pedestrians and cyclists and to support improved bus reliability, which in turn will also help to encourage greater choice to travel by less polluting modes.

Improving accessibility and inclusivity

Hereford City is the focal point for the county's bus connections. The local city bus services serve the main residential areas at a half hourly frequency. This level of provision is such that buses can provide many residents an attractive sustainable travel option.

However, with limited river crossings and significant through traffic, the city centre highway network suffers from congestion. Buses get delayed in the same congestion hotspots, in particular at Belmont Road, Whitecross Road, Commercial Road, Aylestone Hill, Newmarket Road and St Peter's Square. The delay caused by congestion on these key city centre roads reduces the attractiveness of buses for passengers and increases the operating costs of public transport.

The high population density, number of amenities in the city and that many trips in the city are too long a distance to walk means that bus could play a greater role in moving people in the city. To help achieve this, we will deliver the following bus improvement schemes which align to the ambitions set out in our BSIP:

- **Bus priority measures** within Hereford City centre on key bus corridors.
- **Improved frequency** on Hereford City services.
- **Using developer funding to extend bus services** to ensure sustainable travel choices are provided at an early stage of new developments.
- **Half-hourly frequency** buses on the core county services between Hereford City and Ross-on-Wye and Leominster.

We will work with public transport operators and undertake a Bus Network Review to identify where further improvements could be made to bus journey times within the city centre and to and from our Market Towns.

There are existing rail connections from Hereford City to key urban centres such as Manchester, Birmingham, Cardiff and London. Future enhancements to these services would help to further boost the economy and attractiveness of Hereford City as a destination.

The delivery of a Transport Hub at Hereford Railway Station will help to enhance the transfer between rail, bus, cycle and taxi. The Transport Hub will create a new gateway and arrival point in Hereford City for our visitors. The new hub will be complimented with improvements to the signage and routes into the city centre and to key destinations.

Taxis play an important role in supporting access for all and as part of multi-modal journeys. In liaison with operators, we will explore opportunities to enhance taxi rank provision and potential external funding opportunities that would help to decarbonise the taxi fleet.

Hereford City benefits from an existing bike and e-bike share scheme which encourages sustainable travel for short distance journeys around the city centre. We will work with operators to grow this bike share network. We will also explore how shared e-cargo bikes may become part of the transport mix for businesses and residents.

To complement the shared bikes, we will explore the potential for a citywide a car club scheme. This would improve travel choice by giving people ad-hoc access to a vehicle and provide a cost-effective alternative to single or multiple car ownership. Over time, shared cars with zero emission vehicles, and in combination with bikes, buses and rail form part of a single new transport ticketing offer.

Improving transport safety and security

In Hereford City where there are the highest levels and concentration of people cycling, walking and wheeling, the priority will be on enhancing the safety of vulnerable road users. Formal crossing facilities and segregation on priority corridors will be central to this and will be supported by the actions delivered as part of the Herefordshire LCWWIP.³⁴

To improve the viability of walking, wheeling and cycling for short-distance journeys in Hereford, it will be necessary to ensure that the design and delivery of projects are in accordance with the appropriate regulations and guidance. Adhering to these standards will ensure economical infrastructure that supports accessible, safe and expedient movements.

Supporting the review and implementation of appropriate speed limits bespoke to local requirements. The implementation of appropriate speed limits including 20mph outside identified schools and city streets has multiple benefits, including improved road safety and air quality, create safer and more attractive environments and ease congestion.

³⁴ [Herefordshire's Emerging Local Cycling, Walking and Wheeling Infrastructure Plan, 2025](#)

Case Study: Hereford Transport Hub to improve integration

Hereford Transport Hub will improve integration transport through redevelopment of forecourt of the historic Hereford Railway Station. This will incorporate a new and improved bus interchange adjacent to the station, facilitating sheltered transfers between trains and local/regional bus services as shown in Figure 11.

New facilities include an enclosed waiting room, a covered waiting area protected by a canopy sensitive to the heritage station building, driver restrooms and real-time information boards. Accessibility is a central focus, incorporating tactile paving, dropped kerbs, and signage with braille and audible assistance. The project also incorporates extensive provision for active travel, including generous pedestrian and wheeling access, covered cycle storage and rental hubs.

The scheme is funded by a mix of sources, including the Government's Levelling Up Fund, Active Travel Fund and Herefordshire Council.

Construction for this £10 million scheme, contracted to McPhillips, officially began in August 2025. Upon completion, the Hub will significantly boost accessibility and inclusivity, health and wellbeing and, by encouraging a shift to sustainable travel, help to improve city congestion and air quality.

Figure 11: Hereford Transport Hub Forecourt Design



Strategy for Hereford City

Supporting a thriving and prosperous economy

- Deliver the infrastructure to unlock and support sustainable new development including:
 - A Western Bypass.
 - Enhancements to the city centre urban realm.
 - Enhanced cycling, walking and wheeling facilities across the city.
- Improved sustainable transport links to major development areas.
- Review of car parking provision in the city centre.

Enabling healthy choices to improve wellbeing

- Delivery of comprehensive walking and cycling network across the city.
- Ensure sustainable transport facilities are provided within and connect to new development.
- Explore the potential to expand the number of low traffic streets across the city centre.
- Connect neighbouring rural settlements to the city centre.
- Expand the on-street bike and e-bike hire scheme in the city.
- Increase the provision of secure cycle parking stands at key destinations and transport interchanges.

Tackling climate change and protecting and enhancing the natural and built environment

- Expansion of electric vehicle infrastructure around the city.
- Bypass to remove through traffic from the city
- Explore the potential for zero emission buses.
- Transition of freight to sustainable modes.
- Monitor future transport related trends and associated emissions.

Improving accessibility and inclusivity

- Investigate and deliver bus priority on key corridors.
- Provide bus services at early stages of new developments.
- Half hour frequency and later running buses between Hereford City, Ross-on-Wye and Leominster.
- County wide bus network review.
- Delivery of the Transport Hub at Hereford Railway Station.
- Enhance taxi rank provision and potential decarbonisation of the taxi fleet.
- Roll out of shared cars across the city.
- Work towards multi operator integrated ticketing for sustainable transport modes.

Improving transport safety and security

- Segregated facilities for pedestrians and cycles and improved crossing facilities.

- Safer speeds within the city centre and residential streets.
- Embrace new opportunities to improve the county through new technologies such as autonomous vehicles and Variable Message Signage.

6. Rural Herefordshire and Market Towns Strategy

Overview

Herefordshire is a predominantly rural county covering a number of Market Towns, villages, hamlets and dwellings across a varied landscape. Combined, the rural areas and Market Towns are home to approximately 70% of the county's population³⁵.

Residents in rural areas are typically older, more reliant on a car and are likely to have greater disposable income.³⁶ The travel requirements and relationship with transport infrastructure of rural residents is fundamentally different to the younger demographic who typically live in urban, better-connected areas.

Where residents do not have access to required services locally, they are forced to travel further afield, such as into Hereford City or into neighbouring authority areas. This is particularly apparent with young people leaving the county for economic opportunities, creating a skills gap in the workforce³⁷ but also a loss to the local economy.

The local character and availability of services varies significantly across rural Herefordshire and can be broadly categorised as follows:

- Market Towns of **Bromyard, Kington, Ledbury, Leominster and Ross-on-Wye** include employment, retail, tourism, leisure and other services. They serve as a hub for local residents, surrounding parishes and some who live in neighbouring areas of Shropshire, Gloucestershire and Worcestershire. In terms of transport provision, Ledbury and Leominster both have railway stations. Leominster provides a frequent service to Hereford City, with a journey time competitive to that of the private car, whereas Ledbury has limited services to Hereford City and caters more for trips to locations such as Worcester and Birmingham. There is also a network of core bus corridors that provide hourly connections between Hereford City and each Market Town except Bromyard.
- Rural hubs such as the villages of **Colwall, Kingstone, Peterchurch and Weobley** have a range of local facilities including primary and secondary schools, local shops and doctor's surgery. Colwall is the only rural hub with a railway station which mostly caters for low levels of rail passengers travelling to Worcester and Birmingham and has limited services to Hereford City. In terms of bus provision, services are more infrequent and inconsistent across much of the rural parts of Herefordshire.
- Other service villages, such as **Cradley, Ewyas Harold and Holme Lacy** which have some local facilities, but it is likely that private travel is required to access a range of daily facilities and as well as wider parts of the county, such as Hereford City or nearby Market Towns.

³⁵ [ONS Mid-Year Population Estimates, 2023](#)

³⁶ [South West Rural Mobility Strategy, 2022](#)

³⁷ [Herefordshire Council Plan, 2024](#)

- **Hamlets and individual houses** with limited local facilities and as a result, residents tend to travel longer distances to access their daily needs and this is likely to be undertaken by private vehicles.

Low population density in rural areas means public transport provision is often limited and economically unviable. Where it does exist, services can be infrequent and bus stop facilities can also be limited. This can lead to greater car dependency and higher travel costs. For those without access to a car, it is more difficult to access key services such as employment and education and there is an increased risk of isolation and loneliness.

A core aim of LTP5 is to support rural mobility and to connect people and services by providing them with greater transport choices. This includes supporting more localised activity, online services and community led proposals. As set out in our BSIP, improvements to public transport will focus on delivering a number of core bus services that provide a 'hub and spoke' network of key routes through the rural areas from Hereford City.

This multi-faceted approach will help to improve the quality of life for our rural residents and boost a sense of community by creating more vibrant towns and villages.

Supporting a thriving and prosperous economy

To support the economic attractiveness of the Market Towns, suitable High Street improvements to create better pedestrian facilities, improved access and more space for town centre businesses will be delivered. This includes exploring the feasibility for one-way streets, particularly where it also supports improvements to air quality, increased parking provision and an enhanced pedestrian environment through public realm works.

Outside of the Market Towns, local services and job opportunities are varied. Nevertheless, typically 1 in 5 residents in rural areas work within their local area (less than 3 miles from their home).³⁸ This is coupled with more people now working from home, leading to higher daytime populations in the county's rural areas.

We will seek to support the vitality and facilities of these rural areas. This includes enhancing the walking, wheeling and cycling environment, providing additional transport facilities including EV charging, and offering more localised services for residents, such as parcel lockers and cycle parking to support their role as a community hub.

New development and an increasing population will provide a significant boost for the vitality of some of our towns. However, it could also increase levels of motorised traffic which would have a negative impact on the historic layout of the Market Towns which were not designed for high volume traffic flows. We will need to manage the anticipated increase in traffic volumes in the Market Towns from proposed new development.

New Development

The LTP5 action plans will be updated in the future to reflect the proposals in our emerging Local Plan when this has been published.

The Market Towns are areas that are likely to include some new development. In particular, the larger towns of Leominster, Ledbury and Ross-on-Wye. These towns already have

³⁸ [Herefordshire Council, 2025](#)

services and an employment base, and as such they are considered to be sustainable locations for future development.

The new Local Plan will identify specific sites for development, and this will be supported by an Infrastructure Delivery Plan to ensure that infrastructure keeps pace with development. Transport infrastructure to support future development sites in rural areas is likely to include:

- **Leominster South-West Urban Extension.** A new Southern Link Road. High quality walking, wheeling and cycling infrastructure to the town centre, such as along Ryelands Road which would benefit both new and existing residents.
- **Ledbury.** Extension of the traffic-free spine to new developments, improvements to crossing facilities in the town centre and enhancements to the routes leading to the railway station and bus stops across the town centre.
- **Ross-on-Wye.** Eastern Access Road. Improvements to local sustainable transport networks, improving public transport infrastructure including half hourly frequency to Hereford City. Development will also likely require significant expansion of existing education facilities or the delivery of new education facilities.
- **Bromyard.** New homes which are connected by safe and convenient walking, wheeling and cycling routes. Opportunity for further expansion of education facilities
- **Land south of Kington.** Supported by new access and local pedestrian and cycle connections.

We anticipate development across rural Herefordshire, focused upon those areas where there are some existing local sustainable transport services. The proposed development will help to further boost the vitality of these local communities.

All new development will be required to comply with the provisions in LTP5 Policy TN12 Transport in New Developments which sets the requirements and standards for walking, wheeling, cycling, public transport and EV provision in all new developments delivered in Herefordshire.

Enabling healthy choices to improve wellbeing

Outdoor activities play an important role in improving mental and physical wellbeing as well as reducing loneliness and stress.

The rural landscape includes a range of public footways, byways and bridleways. Sustainable transport routes include the Wye Valley Walk, Herefordshire to Gloucestershire Canal, Mortimer Trail, Herefordshire Trail and Offa's Dyke Trail. These create spaces for residents and visitors to enjoy the outdoors on foot, wheel, cycle or horse.

We will seek to improve the quality of bridleways to remove restrictive infrastructure, such as stiles or staggered barriers, which prevent people with limited mobility or equestrians from being able to fully access routes. This will enable more people to access the benefits of outdoor exercise, boost usage and natural surveillance along these routes making them safer for all users. Further details on our approach to this are set out in our Rights of Way Improvement Plan (RoWIP)³⁹, a sister document to LTP5.

³⁹ [Herefordshire Council Rights of Way Improvement Plan, 2018-2028](#)

In many smaller villages there are not consistent footways, street lighting or crossing facilities. This can be a deterrent to cycling, walking or wheeling for local journeys with many made by car instead. We will explore the viability of developing traffic-free greenways, subject to land ownership agreement and engagement. We will also develop an approach to trial quiet lanes which are minor roads shared by motorists, walkers, cyclists and horse riders but with low volumes of motorised traffic.

We will develop and deliver, using developer contributions, improvements to the facilities in each of the Market Towns. These opportunities are outlined below:

- The aspiration in **Leominster** is to build upon the number of existing links to develop a network of cross-town routes which link the town centre to the railway station, schools, sports centre and new development. Routes include Ginhall Lane/Green Lane, Ryelands Road, the B3461 and across Worcester Road.
- **Ross-on-Wye** has high levels of cycling and walking, but dedicated facilities are lacking or constrained by narrow historic streets and parking. The aspiration is to improve links and signage to leisure routes in the vicinity of the town centre, extend the low traffic route along the old railway line to the west and east to Weston under Penyard/Bollitree Castle and to enhance routes by the river.
- **Ledbury** benefits from a route along the former railway line and many quiet roads. The priority is to extend the Ledbury Loop, an existing traffic-free spine to new developments, improve crossing facilities and enhance the routes to the railway station and bus stops across the town.
- **Bromyard** is a smaller market town where improving crossing facilities, cycle parking and space for pedestrians will have the greatest benefit. This includes improved crossings on the A44 to enhance access to bus stops.
- **Kington** benefits from a network of public footpaths, including Offa's Dyke Path, and rural cycle tracks of Hergest Ridge and Gladestry Gravel Loop. We will seek to improve connections between and to the existing National Cycle Network and local cycle paths. We will also explore improvements to the High Street to help to make walking, wheeling and cycling in Kington easier. Our emerging Car Parking Strategy for Herefordshire will also help to support the current on street parking challenges in Kington.

Case Study: Offa's Dyke Path – Connecting people with nature

The Offa's Dyke Path is a scenic 177-mile walking trail that links Sedbury Cliffs on the banks of the River Severn estuary to Prestatyn, a town that overlooks the shores of the Irish Sea.

Outdoor activities are important in improving our physical and mental wellbeing, and Offa's Dyke Path provides a vital space for rural residents and visitors to connect with nature and reduce stress.

Additionally, Offa's Path is a wonderful option for sustainable tourism, the Wye Valley in Herefordshire is recognised as an Area of Outstanding Natural Beauty and the National Trail is well-marked all year round.

Trails, such as the Offa's Dyke Trail, highlight the benefit that these routes can have by connecting communities to nature and the benefits that this can create for health and wellbeing. This also directly aligns to the LTP5 objectives which include enabling healthy behaviours and improving wellbeing and tackling climate change and protecting and enhancing the natural environment.

Tackling climate change and protecting and enhancing the natural and built environment

It is recognised that for a large rural area, travel by private car is likely to remain the most popular method of travel. Therefore, switching to EV's and increasing digital access will play a key role in decarbonising travel within our rural areas.

To support the transition to EV's, and in line with our EV Charging Strategy, we will work with operators to deliver charging points across Herefordshire. In the short term, this will include EV charge point hubs in Council car parks and on-street chargers across the county. The plan to deliver this will be further detailed in our emerging Car Parking Strategy for Herefordshire.

Lower population and demand in rural areas can make providing EV charge points more challenging and expensive. Sharing chargers, also known as peer-to-peer charging, can supplement public charge points. Therefore, we will also promote peer-to-peer charging, raise awareness of and encourage individuals, businesses and community buildings to consider making their chargers available to others.

Digital access and connectivity can play a key role in reducing the need to travel and bringing resident's daily needs to their doorsteps through home working, online services and deliveries. Many residents in the Market Towns, work from home. Therefore, we will work with partners to support and improve digital accessibility to enable people to easily access online services.

Improving accessibility and inclusivity

Improvements to the existing 'hub and spoke' bus network has the greatest opportunity to improve accessibility for all and maintaining a consistent standard of public transport between the Market Towns and Hereford City is a priority. To support this, we will help to make buses easier by:

- Providing **half-hourly service frequency** between our Market Towns and Hereford City.
- **Improving access** to bus stops, including crossing facilities and cycle parking.

- **Improving bus stop infrastructure and waiting facilities** through the implementation of real time information, lighting and Wi-Fi at stops.
- **Improving perceptions of safety** through the installation of CCTV.
- Providing **bus priority** or **bus only** access on certain streets to make bus services faster and more reliable.
- Tackling delays caused by informal **on-street parking** through the development of a county wide car parking strategy. For example, Cantilupe Road, Gloucester Road and the High Street in Ross-on-Wye.
- **Integrating bus times** with opening hours of leisure/social facilities and events.

Leominster is accessible from a wide catchment area with bus and rail services to Kington, Hereford City and the wider county available. As trains cross at Leominster, it offers potential to provide bus to rail interchange. We will work with partners to re-develop the station forecourt, expand parking and improve interchange. This will enhance the attractiveness of the railway station and further enhance its role as a public transport hub for the town and surrounding areas.

Colwall and Ledbury railway stations provide two to three trains an hour to Hereford City, and direct services to larger settlements. Improving facilities at Ledbury to improve accessibility for all is a priority, both for interchange but also facilities at the station. Pedestrian access to these railway stations, including better crossings facilities and signage to the town centres and key services is also priority for us to make rail travel more convenient.

Community transport can also play a key role in improving access in rural areas where other transport services may not be commercially viable. There are several existing voluntary community transport organisations operating buses or car club vehicles. We will continue to support these operators and reduce barriers to introducing new services. As the offer of community transport evolves, it will allow more people to benefit from these services in a quick, convenient and accessible way.

These rural challenges occur within the backdrop of uncertainty about future funding, changing technology and travel patterns. We will further explore how new and existing transport modes can be best delivered to meet the needs of our residents, businesses and visitors in rural areas. This will provide a valuable tool for understanding where we prioritise investment and to identify interventions which will create the best benefit for people that live, work and visit Herefordshire.

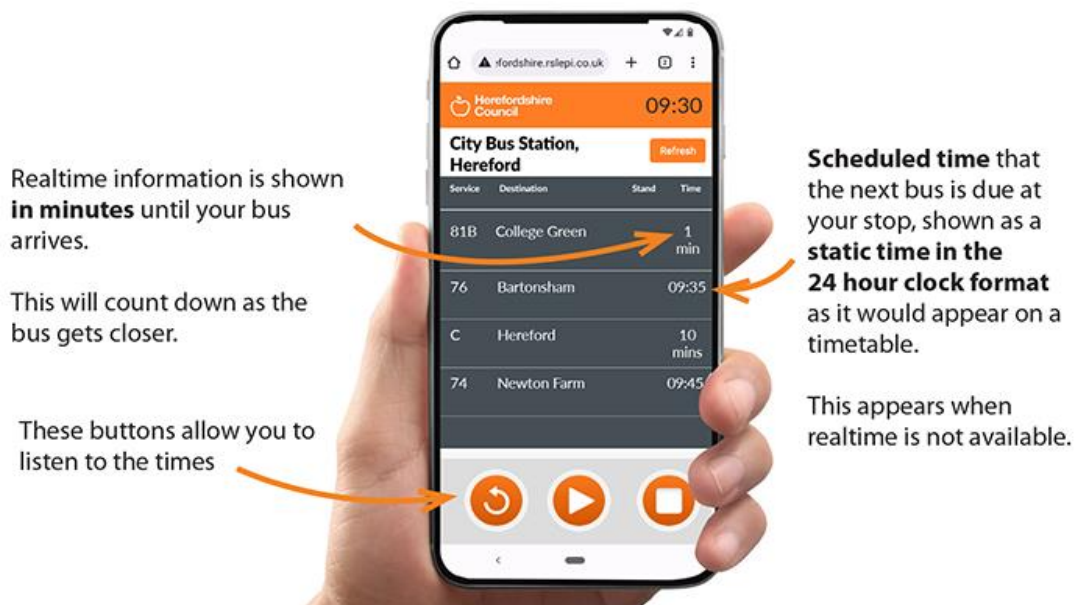
Case Study: Investment in improved real-time information at Bus Stops

The council has introduced QR codes at over 500 bus stops throughout the county as shown in Figure 12. The core aim is to provide instant, accurate and easily accessible bus arrival information. By simply scanning the unique QR code, the passenger is presented with live information showing exactly when the bus will arrive at that stop, without needing to download any dedicated app.

This easy to access information provide greater certainty and confidence to passengers. It enables them to check arrival times before leaving home, therefore helping to reduce time spent waiting at the stop, a major convenience, especially on rainy days.

This cost-effective digital solution help to make public transport a more attractive and stress-free choice. It supports strategic objectives related to customer experience, greater accessibility and inclusivity, and service modernisation across the entire county network, thereby encouraging greater ridership.

Figure 12: Webpage showing real time infromation from scanning QR code



Improving transport safety and security

Approximately two thirds of collisions resulting in serious injury occur on the county's rural roads.⁴⁰ Acknowledging that collisions can involve a range of contributory factors, including driver behaviour, geometric highway layout, level of illumination, and weather conditions.

The Market Towns tend to have a higher number of people cycling, walking and wheeling, and therefore there will be a greater focus on improvements for the most vulnerable road users including school children and the elderly. Each of the Market Towns have an A-road with high traffic flows passing through it which can be unattractive and dangerous for pedestrians as well as people cycling and wheeling. Improving crossing facilities and, where appropriate, lower speed limits will help to both improve safety but also unlock new travel opportunities for all users.

⁴⁰ [Herefordshire Council, 2025](#)

Strategy for Rural Herefordshire and its Market Towns

Supporting a thriving and prosperous economy

- Improving Market Towns and Villages by:
 - Enhancing walking, wheeling and cycling facilities.
 - Providing additional transport facilities such as EV charging.
 - Offering localised services for residents.
- Unlock strategic development through:
 - Southern Link Road and active travel facilities in Leominster.
 - Extension of traffic-free spine to new developments in Ledbury, enhanced crossing facilities and improved routes to the railway station and bus stops.
 - New access road and improved bus services to Ross-on-Wye.
 - Attractive walking and cycling access from new developments in Bromyard and land south of Kington.

Enabling healthy choices to improve wellbeing

- Improve cycling, walking and wheeling facilities and signage across all Market Towns, to local centres and public transport hubs.
- Traffic-free greenways or quiet lanes in smaller villages across the county.

Tackling climate change and protecting and enhancing the natural and built environment

- Work with partners and support delivery of EV charge points on-street and in council car parks.
- Promote and encourage Peer-to-Peer charging.
- Continue to improve rural broadband and digital connectivity.

Improving accessibility and inclusivity

- Improve bus stop infrastructure and waiting facilities
- Improve perceptions of safety through the installation of CCTV.
- Tackle delays caused by informal on-street parking through delivery of a county wide car parking strategy.
- Integrate bus times with the opening hours of leisure and social facilities.
- Focus on improvements to bus service frequency and operating hours on core interurban routes.
- Improved passenger facilities and access to Colwall and Ledbury railway stations.
- Support community transport operators to increase provision.
- Produce a Rural Mobility Strategy.

Improving transport safety and security

- Improve the safety of the pedestrian environment and crossing facilities in the Market Towns.
- Lower speed limits along key routes in the Market Towns.

7. The Transport Network Strategy

Overview

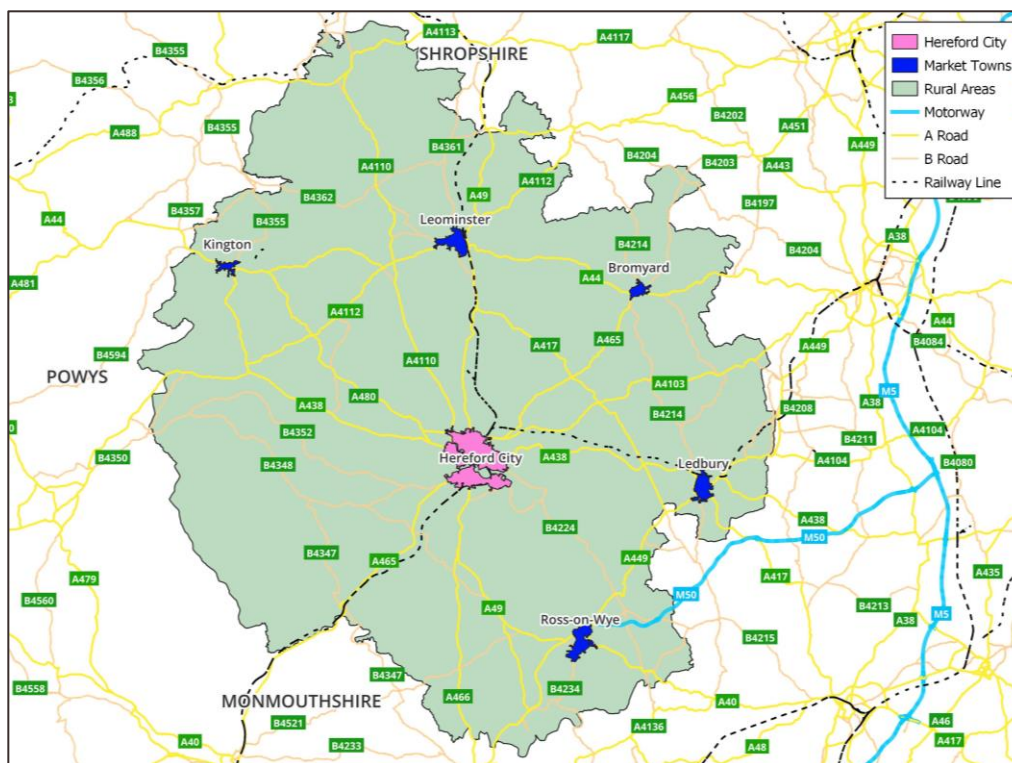
The transport network enables people to travel, work, exercise and engage with services and employment. It can also shape the environment and the quality of life of residents. Maintaining and enhancing the transport network therefore plays a key role in helping to achieve our objectives set out in the Council Plan.

The majority of travel in Herefordshire is made on the highway network. This includes by car (79%), bus or coach (1%), motorcycle (1%), other modes (1%) as well as people walking (14%), wheeling and cycling (4%)⁴¹.

As illustrated in Figure 13, key routes on the highway network include the A40, A44, A49, A465, A417, A438, A449, A4103, A4110 and M50. These serve as vital arteries linking Herefordshire to neighbouring areas, and national markets. Herefordshire Council are the local Highways and Transport authority, responsible for managing and maintaining the public highway and its assets, including 1,988 miles 3,200 kilometres of publicly maintained highways, 2100 miles of public rights of way, over 700 bridges and 14,000 streetlights. We do not manage motorways or trunk roads. The Strategic Road Network including the A49, A40 and M50 in Herefordshire is maintained by National Highways.

The railways and four rail stations (Hereford, Leominster, Ledbury and Colwall) across Herefordshire are operated and maintained by train operating companies and Network Rail.

Figure 13 Herefordshire's Strategic Transport Network



⁴¹ [ONS Travel to Work TS061, Census 2021](#)

Congestion

Congestion in Herefordshire—most notably in Hereford city—remains a persistent and increasingly problematic issue that affects multiple facets of daily life and strategic planning. It undermines travel reliability, contributes to poor air quality, and hampers economic productivity by delaying the movement of goods and people. The impact is felt not only by private motorists but also by public transport users, with bus services particularly vulnerable to unpredictable delays. This unreliability makes it difficult to maintain consistent timetables, eroding public confidence in the network and discouraging modal shift away from private car use.

The nature of congestion in Hereford is often random and inconsistent, which presents a significant challenge for transport operators and planners. Unlike predictable peak-hour traffic, the sporadic nature of delays means that even off-peak journeys can be severely affected, making it difficult to plan and deliver reliable services. This unpredictability also complicates efforts to improve efficiency and reduce emissions, as idling vehicles contribute to poor air quality and increased carbon output.

A49 and Greyfriars Bridge

A major contributor to congestion in the city is the A49, a strategic route managed by National Highways. It runs directly through the city centre and crosses the River Wye via Greyfriars Bridge—the only significant vehicular river crossing in Hereford. This single point of passage creates a critical bottleneck, especially during peak travel times, when average speeds can drop to as low as 5 mph. The bridge's central location and lack of alternative crossings mean that any disruption—whether due to maintenance, accidents, or flooding—has a disproportionate impact on the entire transport network.

When Greyfriars Bridge is closed, the lack of redundancy in the network becomes starkly apparent. The only viable diversion spans approximately 38 miles, which is not only inefficient but also economically damaging, particularly for freight and logistics operations. This situation highlights the fragility and lack of resilience in Hereford's transport infrastructure. Without alternative routes or investment in additional crossings, the city remains vulnerable to gridlock and isolation during incidents.

Moreover, the A49's dual role as both a local and strategic route exacerbates congestion, as it must accommodate long-distance traffic alongside local journeys. This mix of vehicle types and journey purposes adds complexity to traffic management and increases the likelihood of delays. Addressing this issue will require coordinated action between local authorities and National Highways, with a focus on improving infrastructure, enhancing public transport options, and exploring alternative routes to reduce dependency on a single crossing.

Case Study: Proposed bypass in Hereford - Unblocking Congestion, Unlocking Growth, Unleashing Potential **Image to be confirmed**

The Hereford Western Bypass represents a once-in-a-generation opportunity to transform the city and wider county by addressing long-standing congestion challenges and enabling sustainable economic and housing growth. More than just a road, the bypass is a strategic infrastructure investment that will reshape Herefordshire's transport network, economy, and communities for decades to come.

At the core of the scheme is a clear ambition: to unblock the A49 corridor, which currently divides the city and suffers from severe congestion, particularly at Greyfriars Bridge. The bypass will provide a vital second crossing over the River Wye, improving journey times, reducing disruption, and enhancing network resilience. Its benefits extend far beyond traffic relief. The scheme is central to allowing the council to meet the new government housing targets of up to 14,000 new homes, delivering 150 hectares of employment land, and supporting the creation of approximately 10,000 new jobs—making it a catalyst for regeneration and inclusive growth.

Phase one of the bypass is already progressing, with planning permission secured and land acquisition underway. Construction is expected to begin by December 2026, supported by a £35 million investment. This phase will connect key industrial areas south of the city, removing barriers to development and laying the groundwork for the more extensive second phase around the western perimeter of Hereford.

Phase two, which is expected to require a significantly larger investment, will be delivered through a blended funding model. While inclusion in the Department for Transport's Road Investment Strategy 4 (RIS4) remains a priority, the Council will also pursue infrastructure grants, regeneration funding, and public-private partnerships. A Strategic Outline Business Case will demonstrate the scheme's value for money, alignment with national priorities, and readiness to deliver.

The bypass forms a central component of the Western Growth Corridor, a wider vision to attract inward investment, support housing delivery, and improve connectivity across the region. It will reduce congestion on key radial routes, improve road safety, and enable more reliable and attractive public transport services. By reallocating road space in the city centre, the scheme will also support active travel, cleaner air, and better public health outcomes.

The Council is working closely with a wide range of partners—including National Highways, West Mercia Police, the NHS, the Environment Agency, local businesses, and communities—to ensure the bypass delivers maximum benefit. It will strengthen the resilience of the transport network, reduce accident-related costs, and protect heritage assets from the impacts of heavy traffic.

The Hereford Bypass is not just a transport project—it is a strategic enabler of Herefordshire's future. It is time to move forward with confidence, to unblock congestion, unlock opportunity, and unleash the full potential of our county.

As identified in the New Road Strategy report approved by Cabinet in March 2024,⁴² congestion contributes to poor air quality, with the A49 corridor designated as an Air Quality Management Area (AQMA) due to excessive nitrogen dioxide (NO₂) levels.

The Understanding Herefordshire data platform and annual Air Quality Status Reports further confirm that traffic-related emissions are a primary source of pollution in the city, affecting public health and deterring economic investment

Addressing congestion is therefore essential to improving network resilience, enabling sustainable development, and supporting the county's wider environmental and economic objectives.

LTP5 Policy TN1: Managing Congestion

To address congestion in Hereford's transport network through an Integrated Congestion Management Strategy focused on infrastructure delivery, smarter traffic control, and sustainable mobility will be adopted. This includes prioritising the Hereford Bypass and to divert through-traffic and reduce pressure on the A49 and Greyfriars Bridge, while enhancing east-west connectivity.

Maintenance

A well-maintained network is vital to enable safe and efficient travel. It supports Herefordshire's residents to access services and allows businesses to operate efficiently.

The Highway Maintenance Plan⁴³ sets out how we will deliver our objectives for maintaining the public highway and associated assets including footways, cycleways and bridleways to ensure the safety, availability, reliability and integrity of transport assets.

To ensure maintenance is focused on where it is most needed, the Highway Maintenance Plan identifies a network hierarchy. The Plan details that the maintenance of A and B roads is prioritised, followed by main urban roads. These are the routes with the highest levels of vehicular and freight movement, which are most utilised by both commercial and public transport vehicles. Other routes include those deemed to have particular significance for the local economy, such as those linked to agricultural business or visitor destinations.

The Highways Maintenance Plan sits alongside our Transport Asset Management Plan⁴⁴ (2016) and details our strategy for managing and maintaining highway infrastructure.

Both these documents were developed in conjunction with the previous Local Transport Plan 4 and will be updated to reflect the objectives and policy updates set out within this Local Transport Plan and will sit as sister documents to LTP5.

⁴² [New Road Strategy 2024](#)

⁴³ [Herefordshire Highway Maintenance Plan, 2024](#)

⁴⁴ [Herefordshire Transport Asset Management Plan 2016](#)

LTP5 Policy TN2: Maintaining the highway network

The approach to maintenance and reinstatement works of the local highway network, including footways, cycleways and bridleways will be set out and regularly updated in Herefordshire Council Highway Maintenance Plan and Transport Asset Management Plan (TAMP).

Contingency Planning

Ensuring the resilience of Herefordshire's transport network is vital to maintaining public safety, economic continuity, and access to essential services during emergencies.

A coordinated approach to disaster and contingency planning, working closely with a wide range of partners including National Highways (particularly in relation to the A49), West Mercia Police, Hereford & Worcester Fire and Rescue Service, the NHS and local health trusts, the Environment Agency, utility providers and other stakeholders, is vital to ensuring the transport network can remain operating efficiently at all times.

The Hereford Western Bypass is a key component of this resilience strategy, offering an alternative route to reduce dependency on Greyfriars Bridge and improve emergency response capabilities. Measures such as real-time network monitoring, business continuity planning, and multi-agency coordination ensure that the transport system remains operational and responsive during critical events.

LTP5 Policy TN3: Contingency Planning

To ensure resilience of the transport network there will be focus on developing disaster management and contingency plans for key routes/junctions on the network, identifying and implementing required infrastructure such as a bypass around the city.

Traffic Management

Congestion is a prevalent issue throughout the county but is most pronounced in Hereford City particularly along its key corridors. The proposed housing growth in Herefordshire will exacerbate existing congestion issues and associated air, noise and health issues and therefore smarter traffic management needs to be a priority.

In Hereford City a Western Bypass is being delivered in order to take traffic away from the city centre and help to target reduced congestion in the city.

Targeted junction improvements and investment in digital tools to optimise traffic flow such as Urban Traffic Control will complement the larger scale infrastructure and help to further manage the network. Under the Green Light Fund, the traffic signals at Grimmer Road, Commercial Square, Union Walk and Aylestone Hill will be completed by the end of 2025/2026.

These traffic management measures will help to reduce delays, improve air quality and make journeys more predictable for residents, businesses and freight. They will also help to

prioritise walking, cycling, wheeling and bus infrastructure by reducing congestion and delay on the highway network.

LTP5 Policy TN4: Traffic management

- We will continue to successfully co-ordinate and manage the highway network through collaborative working with statutory undertakers via Herefordshire's permitting systems and participation in Highways and Utility Authorities Committee (HAUC).
- Drive improvements with congestion and waiting times at identified junctions through investment in smart technologies

Car parking

Car parking plays an important role in enabling people to access shops and services across Herefordshire, encouraging footfall and supporting wider sustainability ambitions. Improved and better managed car parking provision will play an important role in supporting the key economic and service functions across the county, particularly where car represents the only feasible way for some people to access their local centre.

To achieve this, we are developing a Car Parking Strategy for Herefordshire which will provide a consistent approach to car parking across the county. The emerging strategy will manage and control car parking across the county to ensure efficient and formal use of car parking spaces, promote safety for all users including vulnerable road users and blue badge holders, manage footfall demand and support user convenience. It will also consider technology changes including the growth of EV's and how this will be managed in car parks across the county.

LTP5 Policy TN5: Car Parking Strategy

We will develop a new Car Parking Strategy for Herefordshire which will provide a consistent, coherent and uniform approach to car parking across the county.

Safety and security

The number of reported personal injury collisions on the highway network has decreased throughout the county by more than 25% over the last decade. However, approximately 300 recorded injury collisions still occur each year and 100 people are killed (approximately 10 per year) or seriously injured (KSI) on the network each year.⁴⁵

In Herefordshire, 112 people were killed or seriously injured on the county's roads in 2025. This corresponds to a rate of 49.8 per hundred thousand residents, which is similar to the

⁴⁵ [STATS19 Collision Data, Department for Transport 2023](#)

rate in Shropshire (49.2) but noticeably higher than the West Midlands region as a whole (37.1).⁴⁶

We will continue to improve safety and further reduce the number of people injured across the transport network by investing in road safety interventions including engineering, training and enforcement. To achieve this, our efforts will be focused on:

- Road user training, for younger and older drivers who are more likely to be involved in an injury collision.
- Education and training for vulnerable road users, such as motorcyclists and school children (i.e. Bikeability training).
- Infrastructure designed to improve the safety of vulnerable road users, such as children, pedestrians, cycles and motorcycles.
- Safer speed limits, where locally supported, to improve safety for people walking, wheeling and cycling.
- Delivering a programme of safer routes to school.
- Greater traffic enforcement to reinforce road safety engineering and education strategies.

For infrastructure improvements, our focus will be on targeted interventions where collisions have most frequently occurred. This work will be done in partnership with the West Mercia Police who work within the Road Safety team at Herefordshire Council and provide advice on highway and traffic legislation and safety matters.

There are two sites in the county at Locks Garage, Allensmore and at High House, Upper Sapey that require fundamental changes in operation such as the signalisation or physical re-alignment. These will require significant improvements to change their configuration and improve safety. Initial work to identify options is underway with a view to completing both schemes in the next few years.

⁴⁶ [Road Safety, Herefordshire Council 2025](#)

Case Study: Proposed junction improvements in Herefordshire – Lock's Garage junction and High House junction

Correct signalling plays an important role in keeping the transport network safe and secure, particularly at junctions. An example of this is the A465/B4384 Locks Garage crossroads in Herefordshire that had nine personal injury collisions occur, including one fatality, between January 2020 and May 2025. Despite implementing numerous low-cost safety interventions, factors of collisions were attributed to driver errors such as failure to look properly or misjudging vehicle speed. Multiple options were considered to address these issues such as the design of a roundabouts and implementation of Vehicle Activated Signs (VAS).

However, using the cost-benefit analysis of the Department for Transport's Value of Prevention metrics, the return on investment was highest when using signalisation. Previous signalisation projects in Herefordshire demonstrated schemes becoming cost-neutral within one to two years.

Another junction that is identified for safety improvements via traffic signalling is the B4203 junction with B4204 High House Crossroads in Upper Sappey, a site with a history of frequent road traffic collisions. In comparison with non-signalised junctions in rural Herefordshire, evidence of improved road safety conditions following similar arrangements of signalised junctions have shown reductions of reported collisions by 66% to 92%, simply by incorporating modern technology such as Microprocessor Optimised Vehicle Activation (MOVA) technology.

Road policing across Herefordshire is undertaken by West Mercia Police. Policing deters dangerous behaviour on the road, identifies the causes of crashes and helps to educate road users. The police also operate a Community Speed Watch initiative across Herefordshire. This enables volunteers to address concerns about inappropriate traffic speed on local roads in their area. The initiative is co-ordinated with our Road Safety team.

LTP5 Policy TN6: Improving road safety

To reduce the number of people being killed or seriously injured on the highway network we will:

- Deliver education programmes and road user training.
- Work with charities.
- Deliver infrastructure to improve safety for vulnerable road users.
- Support safer speeds to improve perceived and actual road safety. This could include reducing speed limits where they are justified and locally supported.
- Deliver safer routes to school.
- Take targeted action and enforcement to further reduce fatalities and injuries on our network.

Perceptions of safety for all users is also extremely important to consider alongside specific road safety interventions. How safe people feel impacts on travel experience, choice and quality of life. Factors such as infrastructure design, societal attitudes and fear of personal

safety are all factors that contribute to the transport network not meeting safety needs for all users.

There is a growing awareness that user groups, such as women and girls, are more likely to feel unsafe when using the transport network. For example, a survey carried out in 2021 with 628 female participants showed that 52% felt unsafe walking to a bus stop or station and 62% felt unsafe waiting at a bus stop.⁴⁷ As a result of these challenges, affected users are disproportionately forced to either avoid certain areas, change routes, pay higher transport costs for private transport or travel in an environment that they feel unsafe.

Inclusive design must be a fundamental principle when planning transport networks and designing public spaces. Capturing people perception of a space and their previous experiences early in the design process and embedding a gender-inclusive design approach from the earliest stages of every scheme will help to ensure an inclusive and accessible design that helps create environments that feel safer and more welcoming for everyone.

LTP5 Policy TN7: Improving real and perceived personal safety

We will ensure that all transport and public realm schemes within our responsibility undergo an inclusive design review with relevant interest groups to ensure that they appropriately consider the needs of all users. In doing so, this will help to remove, reduce and/or mitigate the risk of people, particularly vulnerable road users, about personal safety.

Public Transport: Buses and coaches

Public transport is essential for many residents to access services, jobs, education, training and cultural and social activities throughout Herefordshire and beyond. This is primarily provided by buses and rail, although taxis, community transport and the on-street cycle scheme in Hereford City also help residents to access key services and increase travel choice. Across all these modes, Herefordshire provides coverage to all residents, however, only 43% of all residents have access to an hourly bus service (in the morning peak and early daytime off peak periods). This falls to only 8% of residents with access to services that run every 30-minutes (mainly residents in and around Hereford City).⁴⁸

Despite these statistics, buses are the most used form of public transport in Herefordshire, with 1.5 million trips made in 2023 and 2024, rising from 1.1 million in 2022. Whilst recovery rates in all bus markets have seen a level of recovery, the number of local bus trips made by people across the county have not yet recovered to the pre-Covid levels of around 2.4 million trips per year.

⁴⁷ Leadbetter, S. (2021) 'A study of women's personal safety on public transport in London: Assessing women's safety perceptions and the impacts of unwanted sexual behaviour', unpublished [BA Hons], London South Bank University, London.

⁴⁸ [Herefordshire Bus Service Improvement Plan, 2024](#)

In many settlements bus represents the only form of public transport opportunity. Herefordshire only has four railway stations and only one national coach network service. As a result, bus is likely to be required for local, inter-county travel as well as a connection to regional modes (bus, coach and rail). However, most of the local bus network operates at best an hourly service, with this level of service falling short in most rural communities.

Hereford City is the hub of the local core bus network. Services to and from the Market Towns generally operate to Hereford City (as a destination or a point of interchange between services) on hourly or two-hourly frequencies. There are also several bus services that provide connectivity to neighbouring counties and beyond. This is demonstrated by the schematic bus network diagram in Figure 14.

Figure 14: Herefordshire’s Core Bus Network

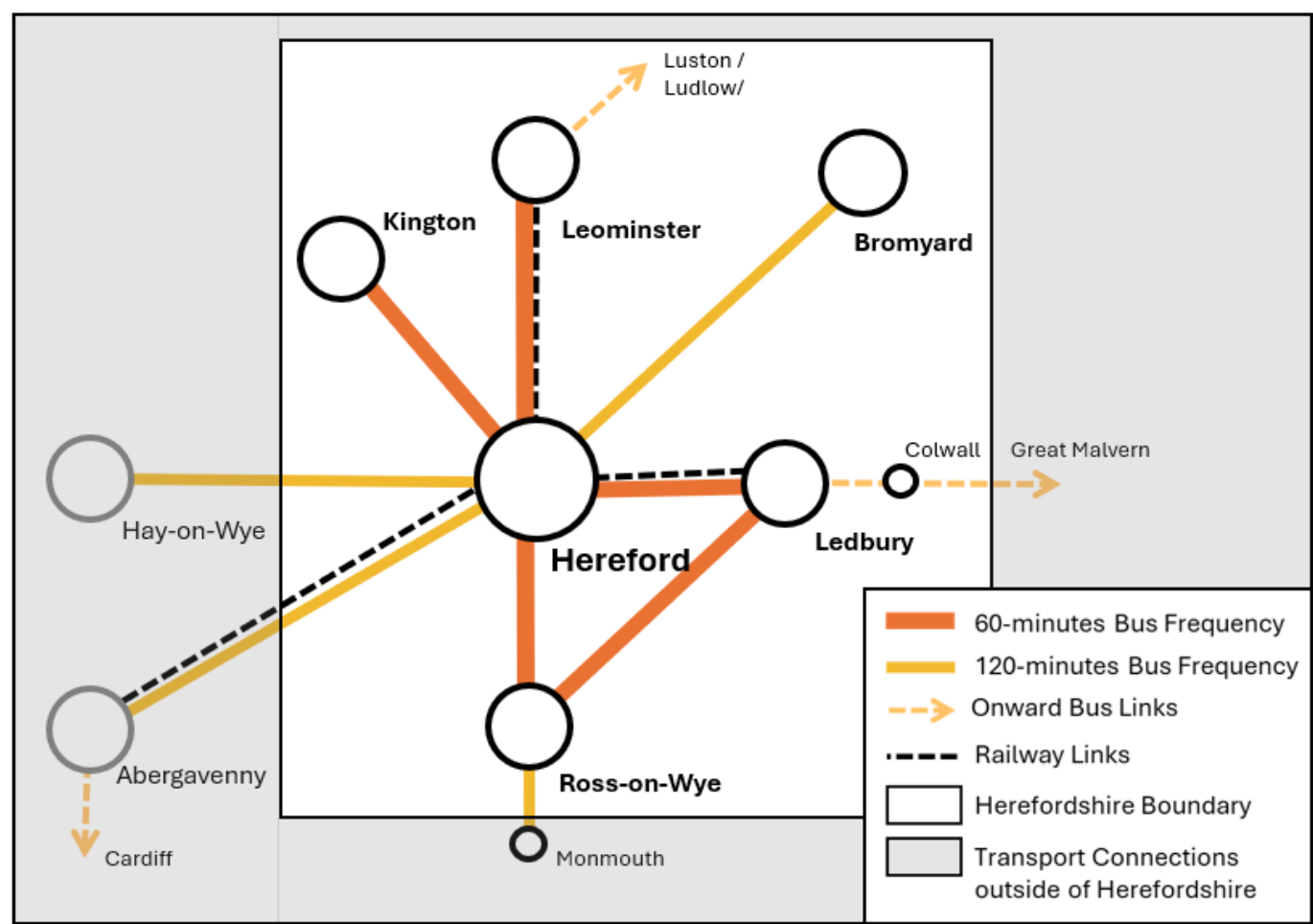


Figure 15 demonstrates that the core local bus network provides hourly connections from Hereford City to Kington, Leominster, Ledbury and Ross-on-Wye. There is only one hourly route that does not include Hereford City, this being Ross-on-Wye to/from Ledbury, with all other services every two hours. This presents challenges in terms of journey time and the perceived attractiveness of bus, as access between the Market Towns largely requires travel in and out of Hereford City and a change of buses. However, there is an opportunity to work with different service providers and modes to bridge gaps in the service network and

shorten journey times or by using dynamic services such as demand responsive transport (DRT).

Outside of these core routes between Hereford City and the Market Towns, services are infrequent or inconsistent across many rural parts of Herefordshire. In these areas, community transport can and does provide a vital transport link. There are also local coach companies that offer a range of services including school transport, private hire and leisure travel. We will continue to work with community transport and coach operators to explore potential enhancements and any scope to improve links between school transport and other services.

Many of the bus services between the Market Towns and Hereford City have been enhanced with BSIP funding, which is guaranteed until 2027. Our initial priority for LTP5 will be to continue to underpin these improvements as long-term enhancements and ensure that a consistent standard of connectivity is retained between our largest settlements.

Our aspiration is to develop this further into a consistent and reliable bus network across the whole county. To achieve this, we will undertake a comprehensive bus network review, identify the remaining gaps in the network and appropriate solutions. We will improve infrastructure and facilities for buses and passengers and work with operators through our already established Enhanced Partnership (EP) process.

We will deliver an improved local and regional integrated bus network across Herefordshire as set out in our ambitious BSIP through the following:

- Improved inter-county bus links and interchange.
- Improved bus stop facilities including real time information.
- Bus priority routes.
- Integrated ticketing between operators and modes.
- Improved consistency for travel that crosses the boundary between England and Wales.
- Exploration of new powers and direction from DfT to Local Authorities.

Increasing public transport can play a role in supporting sustainable leisure and tourism. These are a key part of the Herefordshire economy and one of the few journey purposes where demand is growing. We will work with partners to identify opportunities for enhancing and promoting sustainable travel for leisure trips into the county, access to events and ensuring a warm welcome to Herefordshire for visitors travelling by bus, rail and coach.

Long-distance coach services provide a regular service between Hereford and London up to three times each day. More widely, coaches are also integral to many leisure operators and offer sustainable tourism that can provide a big boost for local economies. Recent work by the Confederation of Passenger Transport (CPT) has demonstrated that one additional coach per day can generate up to £1 million in economic value for a destination annually.⁴⁹ The CPT's Coach Friendly Accreditation Scheme can be a valuable tool in promoting coach tourism and we will work with the CPT and operators to identify potential locations, and

⁴⁹ [The Economic Impact of Coaches, CPT and KPMG, 2024](#)

suitable enhancements, to increase the number of accredited coach stops across Herefordshire.

LTP5 Policy TN8: Buses and coaches

We will work with operators and other partners to enhance public transport services and facilities. Key measures we will investigate and/or support to achieve this include:

- A coherent, consistent and integrated bus service standard between Hereford City and our Market Towns - by undertaking a bus network review and options for dynamic modes.
- A local bus network that is seen as value for money, well understood, attractive, easy to use and which portrays a positive image locally, across Herefordshire and regionally to support access, independent living and wellbeing.
- Improvements to vehicles and mobile connectivity on public transport services that contribute positively to Herefordshire's ambitions for decarbonisation and environmental improvement.
- Improvements to bus stop and rail station facilities, access and interchange to allow a greater multimodal offer to be developed.
- Enhancements to rail services into and across the county, including additional services through Hereford City to other major centres linked to progressive improvements in the connecting local bus network.
- Support enhanced and better integrated public transport ticketing, within Herefordshire and across its borders, both within England and in Wales.
- Improving transport provision for leisure travel and events.
- Work with CPT and operators to identify potential locations for accredited coach stops

Case Study: Event management – subsidised coaches from Hereford to Hay Festival.

Major events, such as the Hay Festival are vital economic drivers and tourist attractors. Supporting their continued success is a framework that prioritises Traffic Demand Management (TDM) and proactively facilitates public transport to increase travel choice, safeguard the local environment and protect the county's transport network from peak surges.

Figure 15: Hay Festival



This approach aims to influence traveller behaviour by actively promoting sustainable modes, rather than just accommodating peak private vehicle movements. Key objectives include:

- **Network resilience:** Minimising the adverse impact of major events on the strategic highway network to maintain normal operations for residents and businesses.
- **Sustainable tourism:** Shifting visitor travel towards public and shared transport to reduce carbon emissions and pollution in sensitive areas, such as the Wye Valley.
- **Integrated connectivity:** Ensuring that event transport is fully integrated with regional rail services, leveraging Hereford Railway Station as the primary multimodal gateway.

The council implements its event strategy through a combination of policy, infrastructure linkage, and operational support:

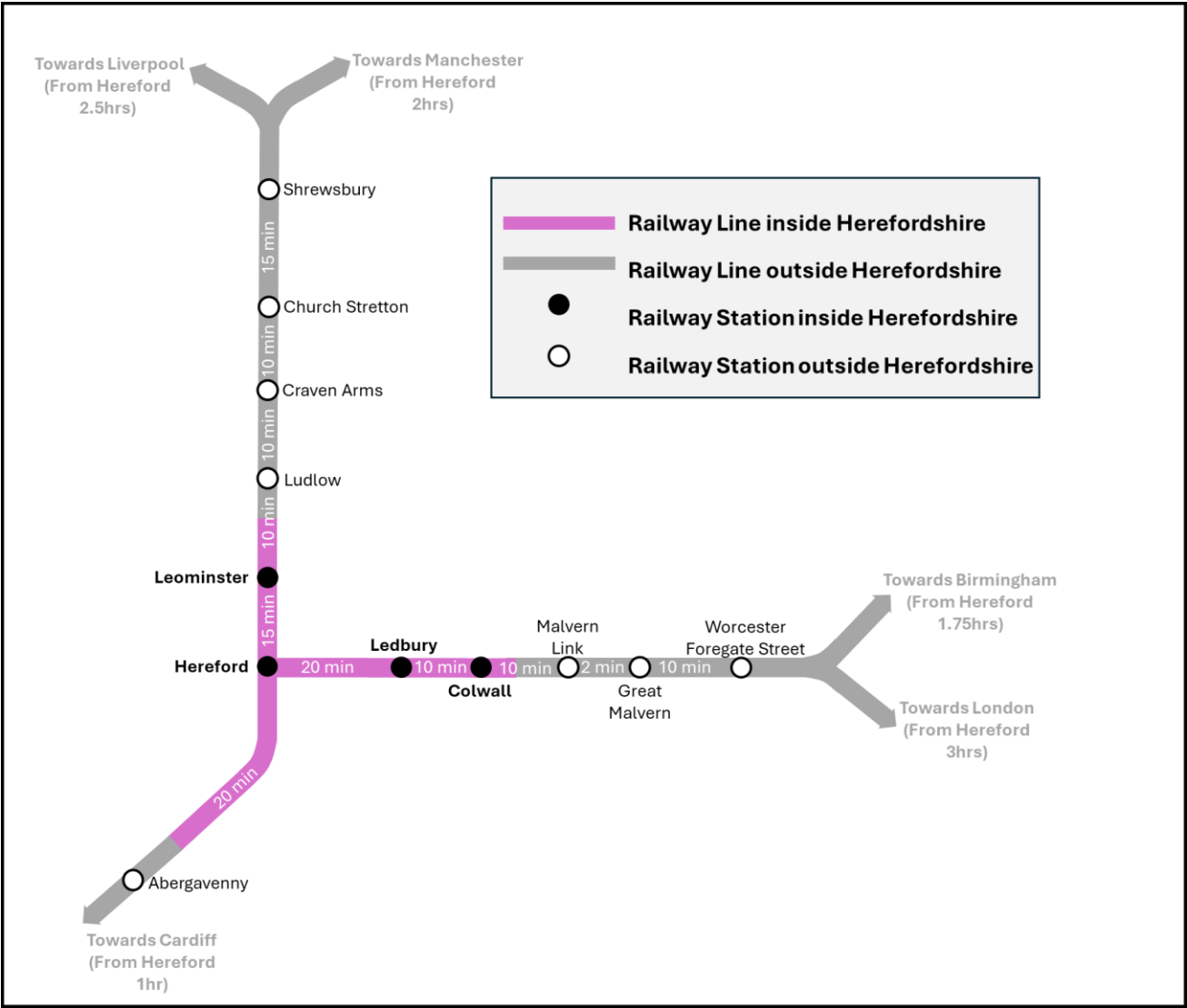
1. **Direct bus service coordination:** The council actively coordinates and/or commissions dedicated event transport links, such as the bus service connecting Hereford Rail Station directly to the Hay Festival site. This ensures a seamless continuation of the journey for visitors arriving by train while also helping to alleviate the influx of traffic on the A438.
2. **Traffic management:** For events held on or near the highway, the council mandates the development of detailed Traffic Management Plans (TMPs). This requires events to plan for clear signing, off-road queuing space and access for emergency services, with the goal of preventing congestion from spilling back onto the main county roads.
3. **Encouraging Park-and-Ride and Sustainable travel options:** Our general event guidance promotes the use of designated off-site parking facilities with shuttle services (Park-and-Ride) and encourages walking and cycling routes where feasible. This helps to promote and encourage a range of travel choices and reduce reliance on private vehicles for event access.

By adopting this strategic TDM approach, Herefordshire Council helps to support major events and contribute to our objectives for a sustainable, accessible, and resilient transport network

Public Transport: Rail

There are four railway stations in Herefordshire (Colwall, Hereford, Ledbury, and Leominster) from which there were approximately 1.64 million entries and exits in 2023/2024.⁵⁰ In addition, stations in neighbouring areas, such as Abergavenny (Powys), Great Malvern (Worcestershire) and Ludlow (Shropshire) also provide rail access for some residents of Herefordshire due to their proximity (driving distance) to the border. Figure 16 summarises the railway network through Herefordshire.

Figure 16: Map of Rail Services and Time to Destinations



Hereford railway station is the principal station amongst the four stations in the county. It alone saw 1.16 million entries and exists in 2023/2024, accounting for around 71% of all rail passenger trips in Herefordshire. It is also ranked 439 out of 2,581 stations in England and Wales for passenger entries and exists, putting it in the top quartile for station footfall.⁵¹

⁵⁰ [Office of Rail and Road Estimates for Station Usage, 2024](#)

⁵¹ [Office of Rail and Road Estimates for Station Usage, 2024](#)

Hereford is an important connection point for Leominster based communities, with over half (152,964) of all its rail passengers travelling between the town and Hereford City.⁵² The rail journey time between Leominster and Hereford is competitive with car and nearly 10-minutes faster. This compares to the hourly bus service with a journey time of 40-minutes. There are around 46 trains a day between the two locations, but frequencies can vary between every 30-minutes and every hour, making unplanned travel harder for people to navigate.

Colwall and Ledbury railway stations do not provide many trips through Hereford City and instead cater for lower levels of rail passengers travelling to further afield locations as Worcester and Birmingham (New Street).

Birmingham, Cardiff and London are all important destinations to residents of Herefordshire for both leisure and employment. Therefore, we will seek to work proactively with partners at a regional strategic level and participate in the appropriate forums to advocate for improved services, including those to Birmingham, Cardiff and London.

There is also an aspiration for an enhanced rail frequency between Hereford and London and between Hereford, Worcester and Birmingham. This will support both leisure and commuter trips, giving residents, and visitors a better range of travel options due to a higher frequency.

Additionally, we know that improvements to services to the east can be unlocked by the delivery of upgrades to strategic rail infrastructure, such as signalling at Worcester and new passing loops as part of the Midlands Rail Hub project. These form a vital part of the Midlands Rail Hub project that is essential to deliver significant socio-economic benefits from a boost in rail travel across the region and which we will actively pursue through LTP5.

Future changes to north-south rail services on the Marches Line are understood to include additional 'fast' services calling at the busiest stations, such as Hereford. These will help to reduce journey times and improve the attractiveness and use of rail for travel between Hereford and major settlements including Cardiff, Manchester and Shrewsbury. The remaining services could offer greater flexibility to serve any new stations on the Marches Line, such as in the south of the city.

In addition to the frequency, speed and reliability of rail services, we will support improvements to the travel experience and ease of interchange. Central to this is delivery of the Transport Hub at Hereford Railway Station. This project will significantly enhance the multi-modal integration between different travel modes in the city centre by providing better bus and rail interchange, strengthening the travel offer across the county and between sustainable modes. However, the full value of this investment will only be realised if we actively progress improvements in both the rail and bus networks.

Herefordshire Council are advocating for improvements to the standard of facilities and arrival experiences at the other stations across Herefordshire. This includes the re-

⁵² [Office of Rail and Road Estimates for Station Usage, 2024](#)

development of Leominster station forecourt and improved access at Ledbury and Colwall to help to further improve multi-modal integration, access for all and travel choice.

The ability to access the internet is an important element in promoting rail travel. We will continue to work with the industry both locally and regionally to improve mobile connectivity as the rolling stock is modernised and transitions from diesel. This will make rail travel a more attractive and sustainable choice, supporting our environmental objectives

The combined effect of our partnership approaches and proposed improvements to rail services through LTP5 including potential new sites to support additional rail infrastructure will support a target to more than double rail use, to over 3 million trips (station entries and exists) per year.⁵³ The improvements will also help boost the local and regional economies by making Herefordshire a more attractive destination to visit and do business.

LTP5 Policy TN9: Rail

We will work with partners to support our aspirations to enhance rail services across Herefordshire. These aspirations include:

- Delivery of the Hereford Railway station transport hub – bringing rail, bus and information together in one place.
- Improvements to access and interchange at stations, including
 - Re-development of Leominster station forecourt.
 - Access and interchange at Ledbury station.
 - Pedestrian walking routes to and from Colwall station.
- A new railway station to the south of Hereford City – strengthening the city’s place in the top quartile for rail station use across England and Wales.
- Investigate feasibility of further new railway stations linked to new development across Herefordshire to reduce the impacts of car travel across the county.
- Faster rail services between Hereford City, Cardiff and Manchester.
- Enhancements to long distance rail services between Hereford, London and Birmingham.
- Setting out a programme to investigate and evaluate the case for further peak and off-peak rail service improvements through Herefordshire.
- Working with industry partners and national government to deliver improvements to rolling stock (switching from diesel to electric or battery/electric trains) and mobile connectivity to elevate the passenger experience and reduce the localised environmental impacts of rail.

Sustainable Travel

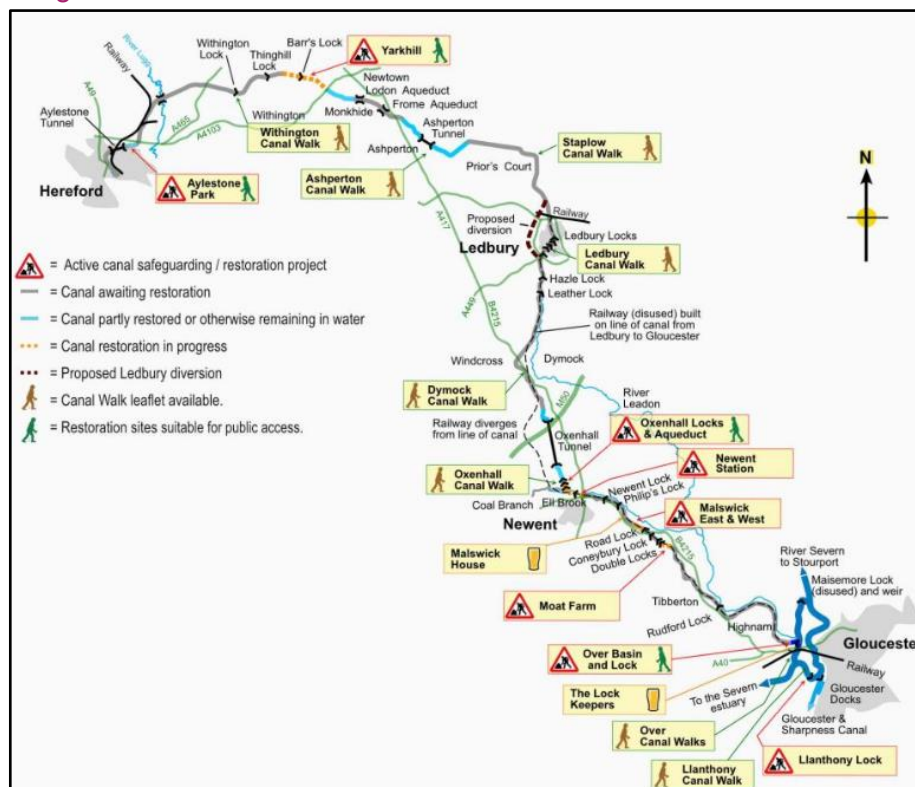
⁵³ [Office of Rail and Road Estimates for Station Usage, 2024](#)

The priorities for improving sustainable travel across the county will be set out in Herefordshire LCWWIP.⁵⁴ Reflecting on the areas where there are the highest number of pedestrians and cycles, most of the investment set out in the LCWWIP is focused upon the largest urban areas of Hereford City, Leominster and Ross-on-Wye. These are also the locations with the highest concentration of jobs and services, and where many residents work and shop within the town they live. It is these areas where cycling, walking and wheeling improvements represent the most achievable and best value way of reducing short distance car trips and promoting healthier travel.

With a lower number of pedestrian and cycle movements across with across a wide geographic and rural area it will be challenging to provide segregated facilities everywhere. We will however look to expand our network of lower traffic lanes, to increase the network of routes people feel safe to walk, wheel, cycle and ride horses. This reflects an approach outlined in the emerging rural active travel guidance and was supported by British Horse Society in our LTP5 engagement.

The Herefordshire and Gloucestershire Canal is a historic waterway. Although no longer used for commercial transportation, it provides a popular route for walking, recreation and access to the natural environment. As shown in Figure 17, sections of the canal are being restored and will help to increase opportunities for walking, wheeling and cycling for residents and visitors.

Figure 17: Overview of the Current Status of Sections of the Canal



Alongside improvements to routes, we will deliver a range of secure cycle parking spaces across Herefordshire to support those who wish to travel by bike. We will also identify where

⁵⁴ [Herefordshire's Emerging Local Cycling, Walking and Wheeling Infrastructure Plan, 2025](#)

sustainable travel improvements could help provide safer routes to school and where informal designations of roads such as play streets could be delivered in Herefordshire.

We will provide information and support to further healthy travel and choices. This includes travel planning to increase awareness, promote and encourage sustainable travel choices, with an initial focus on schools, employment and healthcare facilities.

The shared cycle scheme in Hereford City provides a convenient on-demand option for travel, improving access to a range of longer-distance destinations including the city centre, railway station, racecourse and Hereford Enterprise Zone. Approximately 130,000 trips were made last year on the bike share.⁵⁵

We will seek to expand the network of bikes in Hereford, including exploring the addition of e-cargo bikes to the fleets. This will help to boost usage and provide more people with more travel choice. In time, we will also investigate if it is feasible to extend the scheme to other towns.

Case Study: Beryl Bikes in Hereford – increasing travel choice

Herefordshire Council's implementation and continuous support for the Beryl Bike Share Scheme represents a success in increasing transport choice for short journeys in the city.

The scheme provides an attractive sustainable transport choice for trips too long to comfortably walk and ensures a convenient and reliable alternative to private car ownership for short journeys. By partnering with Beryl, the council achieved three key objectives:

1. **Accessibility:** A large fleet of pedal and e-bikes are strategically deployed across the city, ensuring that 90% of the population live within a five-minute walk of a 'Beryl Bay.'
2. **Overcoming barriers:** E-bikes help to remove constraints of hills and Hereford's topography making cycling a viable choice for a wider demographic, regardless of fitness level. They also provide access to a bike without the need to own or store their own bike.
3. **Multimodal integration:** It provides a simple, quick option for those transferring from rail or bus services at key hubs like Hereford Station, reinforcing the concept of a connected, choice-driven journey. Those who drive to the city and wish to cycle the last part of their journey they have the choice to use the numerous Park and Choose car parks.

The Beryl bike hire scheme in Hereford embodies investment in accessible, and high-quality micromobility options that actively enables the public to choose sustainable travel options.

⁵⁵ [Beryl Bikes, 2024](#)

Regular physical activity can significantly improve health outcomes and reduce the risk of dementia, depression, diabetes and certain cancers. It can also help to extend life expectancy, which is particularly important in Herefordshire where there is a higher elderly population compared to the national average.⁵⁶ By investing in sustainable travel infrastructure and working with communities to identify priorities for safer streets, we will improve the opportunities for walking, wheeling, cycling and horse riding and support healthier communities for all ages.

We will also improve how new streets and projects are designed to ensure they reflect best practice. This includes the Manual for Streets 1 and 2, Gear Change, Healthy Streets principles and the use of Active Travel England Design tools in projects above a certain value and new development layouts. This will help to provide streets that are safer and more attractive for our residents and put us in a better position to secure external funding.

LTP5 Policy TN10: Design standards

To support the provision of streets that encourage cycling, walking and wheeling all improvement schemes of significant value (including 3rd party works) will need to demonstrate how they:

- Link to existing cycling, walking and wheeling networks.
- Have considered the Healthy Streets principles.
- Align with Active Travel Design Standards (i.e. Active Travel England tools).

Travel and the environment

To support de-carbonising travel and to achieve our legal targets, LTP5 identifies a range of improvements to low carbon travel choices, promoting the role of digital access and supporting the use of cleaner fuels.

The growing role of digital access has had a significant impact on how people travel. The impact of future enhancements in technology could also lead to significant change in travel demand and choices.

The emissions from motorised vehicles can impact on the environment. A quarter of Herefordshire's total carbon emissions are generated from transport with 90% of these from trips that start or end within Herefordshire. There are also two Air Quality Management Areas (AQMAs), which have been designated on the A49 through Hereford and Bargates Road junction in Leominster. In these locations unsafe transport emissions have resulted in annual monitoring of air quality levels.⁵⁷

We will work with our partners to deliver a range of EV charging points across the county utilising available external funding opportunities, including central government and private sector investment. The priorities for investment across the county are set out in our EV

⁵⁶ [Zero Carbon and Nature Rich, Herefordshire Council 2025](#)

⁵⁷ [AQMA Sites in Herefordshire, DEFRA](#)

Strategy which supports future EV delivery to residents and visitors across all parts of Herefordshire.

Our EV Strategy will be updated regularly to ensure we can respond to changing technologies, the capacity of the grid and develop a comprehensive charging network that meets the demands of residents, businesses and visitors in rural and urban areas. This will be supported with promotion of EV's and engagement with residents and businesses.

LTP5 Policy TN11: Electric Vehicle Strategy

We will regularly update our Electric Vehicle Strategy to respond to changing technologies, the capacity of the grid and demands from residents, businesses and visitors to Herefordshire.

Decarbonisation

The transition to lower emission fuels and new emerging technologies such as EV, alongside enhanced digital access and greater choice of sustainable travel options, will help to support the decarbonisation of transport in Herefordshire. These actions will support our ambition to achieve net zero by 2030 and a 75% carbon reduction over the next five years as set out in our Carbon Management Plan.⁵⁸

We will also work with our partners to identify opportunities to de-carbonise bus, freight and rail travel in Herefordshire. Initially the focus will be on buses within Hereford City, but in time this will be implemented across the whole county as technology and vehicle range increases. We will also work with other authorities to identify the most suitable locations for other low carbon transport opportunities across the region and also how public procurement can be a lever for decarbonising supply chains.

We will continue to reduce the carbon impact of maintaining the network to help achieve a reduction in whole life carbon of maintenance through considering the treatments and materials used in scheduled maintenance.

LTP5 Policy TN12: Considering Carbon

The carbon impacts of different approaches will be taken into account when:

- Creating low-emissions vehicle strategies.
- Using low carbon, and where possible, locally sourced materials
- Targeting supply chains to ensure carbon is a key consideration in scheme optioneering and procurement.
- Continuing to update and renew streetlights and traffic signals to minimise electrical grid demand.

⁵⁸ [Herefordshire Carbon Management Plan 2020/21 - 2025/26](#)

Biodiversity Net Gain

The Herefordshire Council Plan commits to ‘protect and enhance the county’s biodiversity, value nature and uphold environmental standards’⁵⁹. Therefore, as part of our response to the Climate Emergency and our 2022-2023 Delivery Plan we have invested £250,000 to support highways biodiversity net gain across public open spaces and the verges alongside our roads throughout the county.⁶⁰

Case Study: Boosting nature and biodiversity in Herefordshire – community grants

Herefordshire Council, in collaboration with FCC Environment, has introduced the Nature and Biodiversity Community Grant Scheme to support local environmental initiatives. This scheme is designed to empower community groups, schools, and parish councils to deliver projects that enhance biodiversity, support local ecosystems and create resilient green spaces across Herefordshire.

Examples of what the grant can be used for may include, but are not limited to:

- Tree and hedge planting or management.
- Creation of wildlife corridors and habitats (e.g., hedgehog corridors, bird/bat/bug boxes).
- Protection, rescue and rehabilitation of wildlife.
- Planting wildflower areas.
- Purchasing equipment for planting and ongoing maintenance.
- Wetland or pond creation.
- Creating or enhancing community nature areas.

The grants are expected deliver tangible environmental benefits whilst also empowering communities to take ownership of their local environment.

Figure 18: Community Grants



We will continue to support local groups and volunteers to keep the Herefordshire Biodiversity Action Plan (the Biodiversity Action Plan is not a Herefordshire Council document) updated to ensure our maintenance works are in accordance with the action plan.

LTP5 Policy TN13: Biodiversity Net Gain

We will support local groups and volunteers to keep the Herefordshire Biodiversity Action Plan updated.

⁵⁹ [Herefordshire Council Plan, 2024-2028](#)

⁶⁰ [Enhancing Biodiversity, Herefordshire Council 2025](#)

Freight and logistics

Every single person relies on goods transported by freight. Organisations depend on the transport network for supply and distribution. This is not limited to products and includes how property is serviced, and waste management is conducted. Sustainable, efficient and safe freight activity is intrinsically linked with a thriving and prosperous economy and needs to be considered both county wide and at a local scale.

In Herefordshire, the majority of freight is moved by road, and these movements are focused upon the strategic trunk and A roads, particularly the A40, A49, A438 and A465. This is for both strategic freight traffic moving through the county across rural hinterlands as well as for more local trips to and from our largest settlements and large-scale industrial areas, such as Hereford Enterprise Zone. The condition and reliability of these core highway routes is paramount for enabling the distribution of different types of goods, from receiving animal feed stock through to parcel traffic, to meeting local servicing requirements and managing the impacts of future construction (development) activity across the county.

Our Highways Maintenance Plan⁶¹ sets the priorities for maintenance in the county including supporting the efficient movement of freight. At a strategic level, a Western Bypass around Hereford will also help to improve access for freight and reduce congestion and delays on the A49 corridor through Hereford. More locally, this will explore how to minimise road degradation where freight traffic (especially larger vehicles) is a particularly prominent and identifying where the network will need to enable future freight being generated.

Alongside a focus on enhancing key freight corridors, we will also look at opportunities to better manage and support routes for freight and larger vehicles in rural areas with industries that rely on the import and export of commodities. This includes a review of strategic signage and responding to seasonality (traffic mixing during peak tourism seasons). Restrictions on certain routes will be reviewed, especially where safety (actual and perceived) and environmental damage is a concern.

We appreciate the opportunity to work with partners to support improvements to existing lorry driver facilities at Leominster and Ross-on-Wye, as well as exploring possibilities for a new site in the vicinity of Hereford City. The latter could be linked with delivery of a new vehicular route around the city and host a range of added value service provision to enable industry to decarbonise. This will need to involve other partners to secure investment and tailor the fuel mix to industry and business needs.

The freight and logistics sector also needs to be supported in its shift to cleaner fuels and more sustainable modes of travel. The focus on road freight ranges between smaller commercial vans operating short trips around Market Towns, to larger HGV fleets associated with rural industries. We will play an enabling role by creating the conditions for investment in alternative fuel infrastructure alongside key partners in the energy sector and in close partnership with local operators in the county.

There is an aspiration from Transport for Wales, Midlands Connect and local authorities to deliver additional routes for freight trains on the Marches Line. This would increase capacity

⁶¹ [Herefordshire Highway Maintenance Plan, 2024](#)

and reduce freight traffic between Wales and the Midlands. There are few rail terminals in the county and the volume of commodity types suited to rail is uncertain at this stage and requires further investigation to warrant investment in facilities and new rail paths.

The greatest potential for shifting deliveries and servicing activity to sustainable modes will be in Hereford City, followed by the larger Market Towns. The aspiration is to create the right conditions within Hereford City that will enable greater use of sustainable modes for the last part of a delivery and servicing journey which can then be replicated across the wider county. This will include developing logistics infrastructure, as well as using policy levers, such as procurement and business collaboration to reduce local freight 'footprints'. We alongside our public sector partners will need to play a proactive, leading role in reviewing our own fleet mix and activity.

These aspirations for freight and logistics will be set out in an emerging multistage Freight Strategy for Herefordshire. The Strategy will provide a comprehensive freight evidence base (the 'what'), followed by defining the actions required (the 'why') and the role that we will play in positively influencing freight through collaboration with local, regional and national partners (the 'who'). The vehicle for taking an action plan forward to delivering change will then be defined (the 'how').

Case Study: The Marches and Mid Wales Freight Strategy

The Marches and Mid-Wales Freight Strategy is a collaboration by the Marches Local Enterprise Partnership, the Welsh Government, and several English and Welsh local authorities that sets out a unified approach to managing freight across the region.

The core context is a regional economy, heavily reliant on a road freight network, which is predominantly comprised of single carriageways. Key challenges identified include persistent congestion in Market Towns, bottlenecks at strategic junctions and traffic disruption caused by slow-moving agricultural vehicles. This infrastructure deficit leads directly to slow journey times and poor reliability for logistics operators.

To sustain economic growth and job creation, the strategy had to devise solutions that manage this high dependency on the road network while mitigating its negative effects. For example, major schemes like the Hereford Western Bypass would help to divert Heavy Goods vehicles (HGVs) away from congested urban centres, thereby reducing delays and improving air quality.

This comprehensive approach will help move towards an efficient and more predictable network, while also aligned with broader environmental and planning controls.

The resulting estimated £149 million in benefits for HGV traffic underscores the strategy's success in directly supporting business competitiveness and logistics costs.

Figure 19: Freight



LTP5 Policy T14: Freight and sustainable movement of goods

We will work with operators and both private and public sector partners to support the efficient movement of freight, minimise the impact of freight on our transport network and support more sustainable delivery methods. Measures we will investigate as part of the emerging Freight Strategy will include:

- Improving facilities for lorry drivers, including existing provision at Leominster and Ross-on-Wye and scoping new facilities in Hereford City with added value provision to decarbonise operations.
- Review strategic and rural freight routes aligned to the largest freight generating industries across the county to minimise the impact of heavy goods vehicles whilst enabling businesses to receive and distribute goods.
- Identifying suitable locations and the appropriate fuel mix to support alternative fuel infrastructure with partners across the energy and logistics industry as well as with investors. The needs vary depending on several factors being assessed.
- To work with partners in advocating for the shift of road-based freight movements passing through the county to transfer to rail and for exploring the feasibility of better utilising existing terminal facilities for constituent businesses/industries.
- Explore, promote and create opportunities for sustainable last mile delivery through logistics infrastructure, policy levers and local collaboration.

New Development

A new Local Plan is currently being progressed to reflect the new mandatory housing requirements set by government for Herefordshire, as published by the government in December 2024. The specific location of new development for Herefordshire will be identified in the emerging Local Plan.

Those areas with the highest number of jobs, local services and facilities and which are not constrained by environmental factors, such as flooding, are anticipated to be the focus of any new development.

It will be essential that the planned new developments are embedded from the beginning with high quality walking, wheeling and cycling facilities that are safe and suitable for all users. This includes ensuring suitable connections to existing networks and facilities and, where practical, improving public transport infrastructure and services.

New development creates additional travel and infrastructure requirements, but also supports the vitality of local shops, business and public transport services. To ensure the operation of our existing transport networks is protected, we will ensure developments are designed to improve and contribute to local infrastructure, including delivery and servicing needs. This will require an update to existing Highways Development Control guidance to ensure adherence and consistency with Herefordshire Council's Design Standards.

LTP5 Policy TN15: Transport in new developments

New development will be required to:

- Provide coherent, direct, safe, comfortable and attractive walking, wheeling and cycling provision within and to the edge of the development.
- Adequate provision of off-road car parking - Herefordshire Design guide e National Planning Policy Framework (NPPF) guidance
- Show, and where appropriate provide, walking, wheeling and cycling links to existing networks, key destinations and public transport routes.
- Evidence that development layouts and any off-site works align with best practice design principles and standards (i.e. Active Travel England design tools).
- Provide direct routes to public transport facilities and, where appropriate, bus stop facilities and provision for public transport routes.
- Ensure appropriate electric vehicle and cycle parking facilities are provided.
- Provide appropriate contributions to identified infrastructure, including for logistics (including working with industry such as parcel locker commerciality).
- Ensure that suitably robust construction management plans and delivery and servicing plans are in place to minimise the externalities from freight during the build and post build phases.

Herefordshire Council recognises that due to inherent constraints, opportunities may be more limited in rural areas of the county compared to the Hereford City.

Alongside appropriate infrastructure, the requirement for travel planning to promote sustainable travel choices and healthy travel is established in national policy. LTP5 advocates for a system of travel planning that follows the principles set out by Mode Shift, the nationally recognised body for promoting sustainable travel. We will adopt a consistent and proportionate approach that gives developers greater clarity and ensures that small and large developments contribute to sustainable travel outcomes.

For small developments, investments will be focused on localised improvements such as secure cycle parking, information on local bus services, or promotion of walking and wheeling routes. For larger developments, comprehensive travel plans must be undertaken, setting out measures to ease congestion and encourage greater choice in transport options, including investment in sustainable transport infrastructure, public transport connections, and mobility hubs. Logistics infrastructure, from servicing yards and loading bays through to information materials on parcel locker locations and shared use e-cargo bikes, need to be considered.

Within the largest areas of new development, it is more efficient for travel plans to be produced by a single party. It is therefore proposed that travel planning within our strategic development areas is secured by financial contribution for us to deliver. This will provide a

simplified process, focused upon a handful of areas that will be more efficient and deliver better outcomes.

LTP5 Policy TN16: Travel Planning in Large Developments

Developments within the largest Local Plan allocations will be required to contribute towards a site Travel Plan that provides measures to promote and encourage the use of sustainable travel arrangements. A comprehensive series of Construction Management, Delivery and Servicing Plans are also required to mitigate the impact of freight pre and post build.

Transport Network Strategy

Supporting a thriving and prosperous economy

- Hereford Bypass
- Contingency Planning allowing for a proactive not reactive approach to unforeseen issues on the network
- Regular update of Herefordshire Council Maintenance Plan and Transport Assessment Management Plan.
- Continue to assess and improve the road network through focused traffic management.
- Develop a new Car Parking Strategy for Herefordshire.
- Develop Freight Strategy for Herefordshire.
- Update to existing Highways Development Control guidance to ensure consistency with Herefordshire Council's Design Standards.

Enabling healthy choices to improve wellbeing

- Manage network of lower traffic lanes across rural areas.
- Restoration of Herefordshire and Gloucestershire Canal.
- Deliver secure parking for a range of different cycles.
- Expand bike sharing scheme (including scope for e-cargo bikes).
- Use of healthy streets principles and best practice active travel design guidance in new projects.
- Reduce on pavement car parking

Tackling climate change and protecting and enhancing the natural and built environment

- Support the delivery of EV charging and alternative fuel infrastructure.
- Work with businesses to support the switch to EV's.
- Monitor and update EV Charging Strategy.
- Support the transition to zero-emission buses and low carbon railways.
- Manage the carbon impact of maintaining the network.
- Encourage low carbon procurement and consideration of carbon in scheme design.
- Support the update of Herefordshire Biodiversity Action Plan.

Improving accessibility and inclusivity

- Explore the use of dynamic services such as demand responsive transport.
- Work with community transport and coach operators to improve links between school transport and other services.
- Undertake a comprehensive bus network review to identify gaps in the network and solutions.
- Improve bus journey times and stop facilities.
- Work with business and public transport operators to promote leisure travel.

- Increase the number of accredited coach stops in the region.
- Work with partners to advocate and support enhanced rail services and frequency to London, Birmingham, Cardiff, Hereford and Worcester.
- Delivery of Hereford Railway Station Transport Hub.
- Redevelopment of Leominster railway station forecourt and improved access to Ledbury and Colwall railway stations.
- Support improved digital connectivity on public transport services.
- Inclusive design review on all transport and public realm schemes.
- Travel Planning in large development sites to encourage sustainable travel arrangements.

Improving transport safety and security

- Continued programme of road user training.
- Education and training for vulnerable road users.
- Improve safety for vulnerable road users.
- Improve safety on rural roads.
- Safer speed limits to improve safety for people walking, wheeling and cycling.
- Enforce traffic restrictions to improve road safety.

8. Monitoring and evaluation

Monitoring the effectiveness of the LTP5 will help to track progress against our objectives and we will regularly report progress against the metrics in Table 1.

Table 1: Monitoring and evaluation of LTP5

KPI Indicator	Metric	Baseline	Target
Supporting a thriving and prosperous economy			
Condition of the most important roads	DfT Road Condition Index (RCI): % motorways and A roads in green or amber condition	71% (2023/24)	Improve from baseline.
Journey Time Reliability	Reliability of journeys along A49 through Hereford City	TBC	TBC
New homes built per annum	Annual council monitoring reports (3-year average)	675	1,375
Enabling healthy choices to improve wellbeing			
Adult physical activity levels	OHID: % of physically active adults (19+ yrs)	70.1% (2022/23)	Improve from baseline.
% of residents of Hereford City who travel to work by foot or cycle	Census Travel to Work data	40% (2011)	50% of trips to be made by foot or cycle by 2041.
% of residents of Market Towns and rural areas who travel to work by foot or cycle	Census Travel to Work data	15% (2011)	25% of trips to be made by foot or cycle by 2041.
Tackling climate change and protecting and enhancing the natural & built environment			
Number of locations that exceed legal NOx limit	Air Quality annual monitoring reports	2 (2024)	No locations exceeding limit.
Carbon emissions from transport	BEIS - Local Authority annual greenhouse gas emissions	377 kt CO ₂ e (2023)	Net Zero by 2050
Number of publicly available EV charge points	DfT – public EV charge points by LA	104 (2024)	2,000 by 2041.
Improving accessibility and inclusivity			
Bus Patronage	DfT – total passengers carried	1.5 million (2024)	2.5 million by 2041.
Total rail patronage	ORR estimates of station usage	1.64 million (2023/24)	3.3 million by 2041.

Improving transport safety and security			
Safer Streets	Killed and Seriously Injured (KSIs) (3-year average)	100.3 KSI's (2022-24)	0

In addition to the above KPI's officers will be undertaking an annual review of the performance of the LTP and how the council is delivering its key projects and objectives.

9. Action Plan: Hereford City

Objective	Sub theme	Measure
Thriving and Prosperous Economy	Unlocking Development	Hereford Western Bypass
Thriving and Prosperous Economy	Unlocking Development	Investigate feasibility of Hereford South Railway Station
Thriving and Prosperous Economy	Access and Parking	Car Parking Strategy
Thriving and Prosperous Economy	Connecting Communities	Explore feasibility of Park and Cycle Sites at new developments
Thriving and Prosperous Economy	Connecting Communities	Enhance Bus Services to Hereford Enterprise zone
Thriving and Prosperous Economy	Connecting Communities	Railway Station to City Centre route
Thriving and Prosperous Economy	Connecting Communities	Hereford to Credenhill active travel route
Thriving and Prosperous Economy	Connecting Communities	Feasibility study of routes from Tidnor Lane to Hampton Park Road
Health & Wellbeing	Key Pedestrian Corridors	Aylestone Park walking and cycling accessibility improvements
Health & Wellbeing	Key Pedestrian Corridors	Aylestone Hill walking and cycling accessibility improvements
Health & Wellbeing	Key Pedestrian Corridors	Holme Lacy Road walking and cycling improvements
Health & Wellbeing	Key Pedestrian Corridors	Priory Place/Newtown Road Roundabout Crossing facilities
Health & Wellbeing	Key Pedestrian Corridors	A49/Holmer Road Roundabout Crossing facilities
Health & Wellbeing	City wide Cycle Network	Whitecross Road
Health & Wellbeing	City wide Cycle Network	Holmer Road to Great Western Way
Health & Wellbeing	Riverside Routes	Extend the riverside route from Canary Bridge to the east
Health & Wellbeing	Riverside Routes	Pedestrian/Cycle bridge on River Wye to north east of Rotherwas
Health & Wellbeing	Quiet Lanes	Lower Bullingham Lane
Health & Wellbeing	Quiet Lanes	Bullingham Lane
Health & Wellbeing	Sustainable Travel	Expand the on-street bike and e-bike hire scheme in the city
Health & Wellbeing	Sustainable Travel	Expand the number of low traffic streets across the city centre core

Objective	Sub theme	Measure
Health & Wellbeing	Sustainable Travel	Provision of secure cycle parking at key destinations and transport interchanges
Tackling Climate Change	Net Zero Emissions	Roll out zero emission buses in the city centre
Tackling Climate Change	Electric Vehicles	Delivery of LEVI funded on street and city centre car park EV charge points
Tackling Climate Change	Sustainable Freight	Freight Strategy (including last mile schemes/pilots)
Tackling Climate Change	Sustainable Freight	Work with industry, businesses and anchor institutions on a Freight Strategy
Improving accessibility and inclusivity	Better Buses	Deliver bus priority measures on key bus corridors
Improving accessibility and inclusivity	Bus Improvements	Deliver a 15-minute frequency on city core bus network services. Operating 7 days of the week and Monday-Saturday evenings.
Improving accessibility and inclusivity	Better Buses	Half hourly bus frequency Leominster to Hereford City
Improving accessibility and inclusivity	Better Buses	Half hourly bus frequency Ross-on-Wye to Hereford City
Improving accessibility and inclusivity	Better Buses	Undertake a Bus Network Review
Improving accessibility and inclusivity	Rail Interchange	Transport Hub at Hereford Railway Station
Improving accessibility and inclusivity	Shared Travel	Decarbonisation of taxi fleet
Improving accessibility and inclusivity	Shared Travel	Expansion of bike share scheme in city centre
Improving accessibility and inclusivity	Shared Travel	Delivery of Mobility Hubs that offer shared cars and bikes
Transport Safety and Security	Safer Routes to School	Walnut Tree Avenue crossing improvements
Transport Safety and Security	Safer Routes to School	Safer routes to school packages

10. Action Plan: Rural Herefordshire and Market Towns

Objective	Sub theme	Measure
Thriving and Prosperous Economy	Unlocking Development	Leominster Southern Link Road
Thriving and Prosperous Economy	Unlocking Development	Ross-on-Wye: Eastern Access Road
Thriving and Prosperous Economy	Unlocking Development	Ross-on-Wye: A40 Crossings and active travel facilities
Thriving and Prosperous Economy	Unlocking Development	Bromyard Access Road and Pedestrian/Cycle facilities
Thriving and Prosperous Economy	Unlocking Development	Kington Development Access and Pedestrian/Cycle facilities
Thriving and Prosperous Economy	Access and Parking	Kington High Street Improvements
Thriving and Prosperous Economy	Town Centre Pedestrian Facilities	Bromyard: High Street junctions crossing upgrades
Thriving and Prosperous Economy	Town Centre Pedestrian Facilities	Ledbury: High Street/Market House pedestrian improvements
Thriving and Prosperous Economy	Town Centre Pedestrian Facilities	Leominster: Worcester Road crossing and links to railway station
Thriving and Prosperous Economy	Town Centre Pedestrian Facilities	Leominster: Rainbow Street / A44 New Street / Green Lane crossing
Thriving and Prosperous Economy	Town Centre Pedestrian Facilities	Ross-on-Wye: Brampton Road/B4324 crossings
Thriving and Prosperous Economy	Town Centre Pedestrian Facilities	Ross-on-Wye: Town centre pedestrian improvements package
Health & Wellbeing	Rural Networks	Accessibility improvements bridleways
Health & Wellbeing	Rural Networks	Develop proposal to identify and implement traffic free greenways
Health & Wellbeing	Rural Networks	Trial quiet lanes
Health & Wellbeing	Town Networks	Leominster Ryelands Road
Health & Wellbeing	Town Networks	Leominster B3461 Ryelands Road to South Street
Health & Wellbeing	Town Networks	Ross-on-Wye: Riverside routes feasibility Study
Health & Wellbeing	Town Networks	Ross on Wye to Weston under Penyard/Bollitree Castle active travel route
Health & Wellbeing	Town Networks	Ledbury: Improve and extend town trail and crossings of Leadon Way
Health & Wellbeing	Town Networks	Improved crossings on the A44 in Bromyard to improve access to bus stops

Objective	Sub theme	Measure
Health & Wellbeing	Town Networks	High Street improvements in Kington
Tackling Climate Change	Transition to lower emission fuels	Delivery of LEVI funded on street charge points in all Market Towns
Tackling Climate Change	Transition to lower emission fuels	Delivery of EV charge points in council car parks
Tackling Climate Change	Digital	Improve digital connectivity in rural areas to enable easier access to online services
Improving accessibility and inclusivity	Better Buses	Improve access at the busiest bus stops in rural areas
Improving accessibility and inclusivity	Better Buses	Improve bus stop infrastructure and waiting facilities in rural areas
Improving accessibility and inclusivity	Better Buses	Improve perceptions of safety through installation of CCTV in rural areas
Improving accessibility and inclusivity	Better Buses	Provide bus priority or bus only access along key routes
Improving accessibility and inclusivity	Better Buses	Review of and address delays arising from on-street parking in a Car Parking Strategy
Improving accessibility and inclusivity	Better Buses	Half hourly bus frequency Ross-on-Wye to Hereford City
Improving accessibility and inclusivity	Better Buses	Half hourly bus frequency Leominster to Hereford City
Improving accessibility and inclusivity	Rail Interchange	Leominster Station Forecourt Redevelopment
Improving accessibility and inclusivity	Rail Interchange	Improved pedestrian and cycle access and signage to Colwall Station
Improving accessibility and inclusivity	Rail Interchange	Ledbury Station Access for all Improvements
Improving accessibility and inclusivity	Collaborative Working	Work with organisations to support community transport services
Improving accessibility and inclusivity	New Opportunities	Produce a Rural Mobility strategy
Improving accessibility and inclusivity	Collaborative Working	Develop rural partnerships to deliver rural mobility improvements
Improving accessibility and inclusivity	Rural Crossing Facilities	Footpath and crossing improvements at Wilton Roundabout.
Improving accessibility and inclusivity	Rural Crossing Facilities	Improved crossing facilities of A49 at Peterstow,
Transport Safety and Security	Safer Routes to School	Improved crossing facilities of A49 at Bridstow
Transport Safety and Security	Safer Routes to School	Archenfield Road crossing, Ross-on-Wye

Objective	Sub theme	Measure
Transport Safety and Security	Reducing Collisions	Continued delivery of safer place initiative in rural settlements

11. Action Plan: Transport Network

Theme	Sub theme	Measures
Thriving and Prosperous Economy	Highway Maintenance	Regular update of Highways Asset Management Plan and Transport Assessment Management Plan to align with LTP5
Thriving and Prosperous Economy	Highway Maintenance	Continue to assess and improve the road network through focused traffic management.
Thriving and Prosperous Economy	Access and Parking	Develop Herefordshire Parking Strategy
Thriving and Prosperous Economy	Facilities for Freight	Develop Herefordshire Freight Strategy
Thriving and Prosperous Economy	Congestion Management	Integrated Congestion Management Strategy
Thriving and Prosperous Economy	Design Guidance	Update Highways Development Control guidance to ensure consistency with Herefordshire Council's Design Standards
Health & Wellbeing	Access to Cycle	Expand network of lower traffic lanes across rural areas.
Health & Wellbeing	Access to Cycle	Deliver secure parking for a range of different cycles
Health & Wellbeing	Access to Cycle	Expand bike sharing scheme, starting in Hereford City and potentially expanding across rural areas
Health & Wellbeing	Sustainable Travel	Restoration of Herefordshire and Gloucestershire Canal
Health & Wellbeing	Design Guidance	Ensure use of healthy streets principles and best practice active travel design guidance in new projects
Tackling Climate Change	Transition to lower emission fuels	Increased provision of public EV chargers
Tackling Climate Change	Transition to lower emission fuels	Promote the use of peer-to-peer charging networks
Tackling Climate Change	Transition to lower emission fuels	Regular update of EV Charging Strategy
Tackling Climate Change	Transition to lower emission fuels	Support transition to zero emission buses and low carbon railways
Tackling Climate Change	Decarbonising maintenance	Production of a Low Carbon Procurement Strategy
Tackling Climate Change	Decarbonising maintenance	Develop an approach to considering carbon in scheme design

Theme	Sub theme	Measures
Tackling Climate Change	Biodiversity	Support the update of Herefordshire Biodiversity Action Plan
Improving accessibility and inclusivity	Demand Responsive	Explore the use of dynamic services such as demand responsive transport
Improving accessibility and inclusivity	Community Transport/Coach	Work with community transport and coach operators to improve links between school transport and other services
Improving accessibility and inclusivity	Better Buses	Undertake a comprehensive bus network review
Improving accessibility and inclusivity	Better Buses	Improve bus journey times and stop facilities
Improving accessibility and inclusivity	Better Buses	Work with business and public transport operators to promote leisure travel
Improving accessibility and inclusivity	Coaches	Increase the number of accredited coach stops in the region
Improving accessibility and inclusivity	Rail services	Work with partners to advocate and support enhanced rail services and frequency to London, Birmingham, Cardiff, Hereford and Worcester
Improving accessibility and inclusivity	Rail services	Delivery of Hereford Railway Station Transport Hub
Improving accessibility and inclusivity	Rail services	Redevelopment of Leominster railway station forecourt and improved access to Ledbury and Colwall railway stations
Improving accessibility and inclusivity	Digital Connectivity	Support improved digital connectivity on public transport services
Improving accessibility and inclusivity	Inclusive Design	Inclusive design review on all transport and public realm schemes to capture people's perception of a space including people with additional needs such as autism
Improving accessibility and inclusivity	Travel Planning	Travel Planning in large development sites to encourage sustainable travel arrangements.
Improving accessibility and inclusivity	Access to Rail	Investigate feasibility of new rail stations
Transport Safety and Security	Safer Travel	Road safety training for older and younger drivers
Transport Safety and Security	Safer Travel	Improve safety on rural roads particularly for vulnerable roads users
Transport Safety and Security	Targeted Improvements	Locks Garage, Allensmore junction enhancement
Transport Safety and Security	Targeted Improvements	Digitise Traffic Regulation Orders

Theme	Sub theme	Measures
Transport Safety and Security	Targeted Improvements	Creating a digital map-based asset management system and public-facing record of highway information
Transport Safety and Security	Targeted Improvements	High House, Upper Sapey junction enhancement
Transport Safety and Security	Access to Education	Safer routes to schools' study and route improvements
Transport Safety and Security	Traffic Enforcement	Delivery of traffic restrictions

12. Appendix A

Introduction

The Local Transport Plan 5 (LTP5) sets out the strategy, investment priorities and how Herefordshire Council will work with partners on transport and help to achieve its economic, environmental and social ambitions for Herefordshire. Public consultation forms an integral part of developing LTP5.

This note provides an overview of the consultation on the draft Herefordshire LTP5 (2025-2041), who took part, their views and how the LTP has been evolved in response to feedback.

Methodology

An eight-week consultation on the draft LTP5 took place over Summer 2025 (1st May 2025 to 30th June 2025). The consultation utilised both in-person and online forums to maximise its reach and engage with a diverse range of residents in Herefordshire. It was primarily hosted on the Council's online webpage, [Herefordshire Consultations](#). A Young Adults Survey was also shared online and hard copies of the draft LTP5 were made available in libraries across Herefordshire. There were also a handful of events, such as engagement with schools and colleges across the area, including Hereford Sixth Form College. Feedback from Herefordshire Council's Connected Communities Scrutiny Committee meeting of the 3rd June has also been considered.

Overview of General Public Respondents

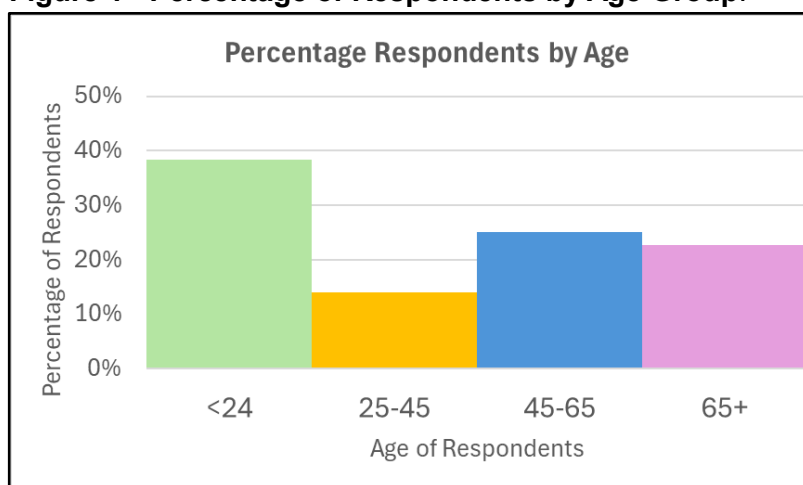
A total of 578 people responded to the public consultation. Of the respondents,

- 43% were male
- 52% were female
- 5% did not state their gender

There was representation across age groups, as shown in **Figure 1**. In particular:

- Over 35% of respondents were aged under 24 years old
- 40% of respondents were aged between 25-64 years old
- Just under 25% were aged over 65

Figure 1 - Percentage of Respondents by Age Group.

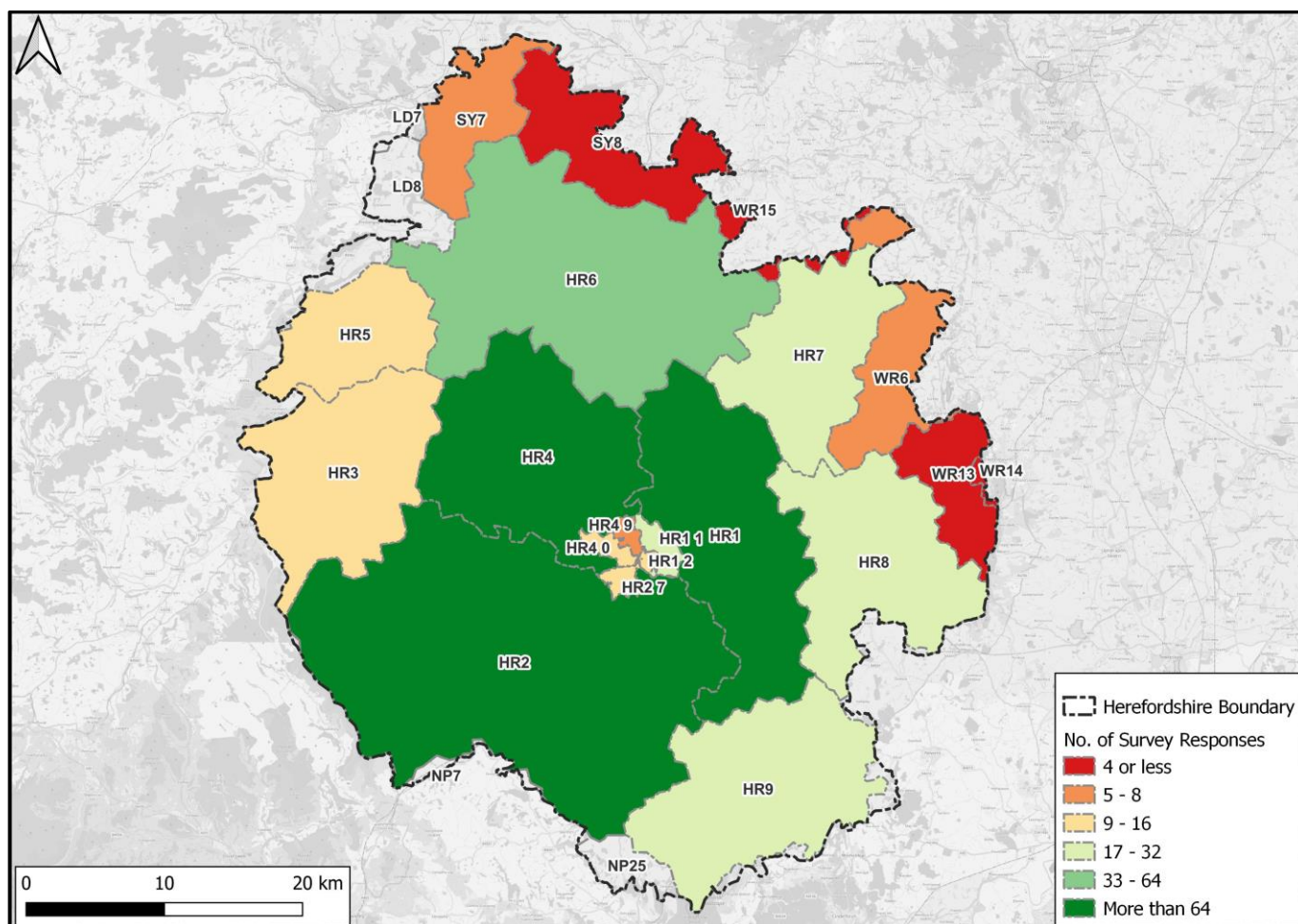


Responses across the different age bands minimised the likelihood of people of certain ages being under-represented. The number of responses received during the consultation is deemed statistically representative of the wider population. It should also be noted that relative to comparable sized local authorities, there was a greater level of engagement with the community.

Responses were received from nearly all the postcode areas within Herefordshire, as shown in **Figure 2**.

The areas with the highest number of responses were those that immediately surround Hereford City. The least number of responses were received from the rural areas north of Leominster and Ledbury.

Figure 2 - Number of Survey Responses by Postcode Area in Herefordshire.



Overview of Stakeholder Respondents

A number of organisations also responded to the draft LTP5 and draft Strategic Environmental Assessment (SEA) and Habitats Regulations Assessment (HRA) Screening. These included:

- Partner Transport Bodies including National Highways, Midlands Connect, the Environment Agency, Natural England, Historic England, Great British Rail and Canals & Rivers Trust.
- Neighbouring Local Transport Authorities including Worcestershire, Gloucestershire and Monmouthshire.
- 4 Parish Councils, 5 Town Councils and 1 City Councils.
- 20 other interest groups, including the Hereford Enterprise Zone, Herefordshire Mencap, Hereford College of the Blind and Visually Impaired, Herefordshire Civic Society and a number of schools and business across the county.
- 5 County Councillors.

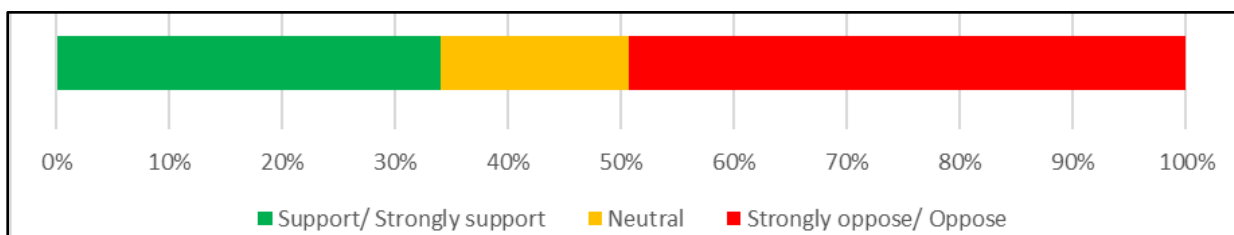
Public and Stakeholder Responses

Views on Transport: Choice of Travel Options

The consultation questionnaire asked respondents if they felt that they had a good choice of travel options available. An overview of all responses is shown in **Figure 3**, and a breakdown by location in **Figure 4**.

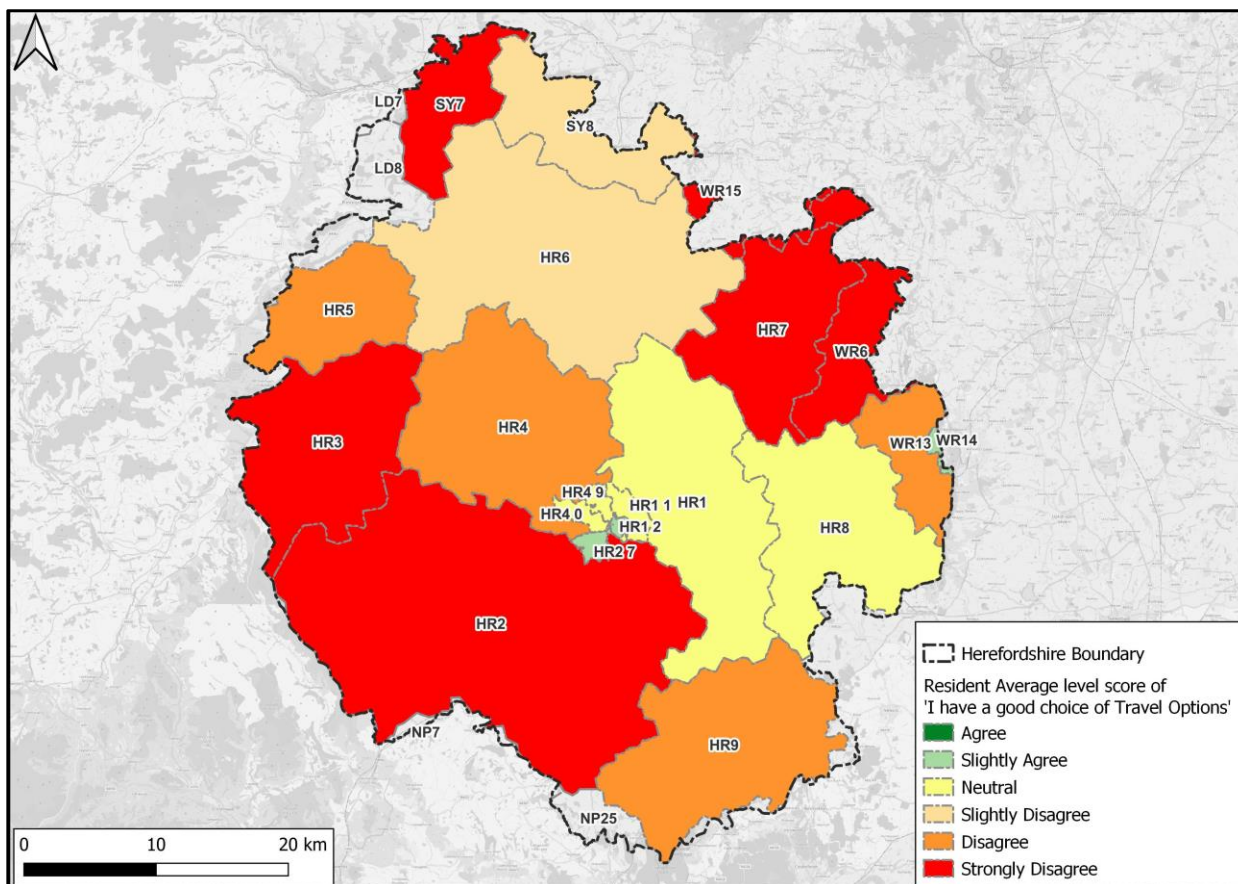
Views were mixed. Approximately a third of respondents agreed, or strongly agreed, that they had a good choice of travel options. By comparison, just under 50% of respondents did not believe they had a good choice of travel options. Around 15% of respondents (1 in 6) neither agreed nor disagreed.

Figure 3 - Level of agreement to the statement 'I have a good choice of travel options'



People living in the rural areas to the west, southwest and northeast of Herefordshire disagreed with this question. Those living in Hereford City responded that they had a good choice of travel options. This is consistent with national trends which show that people in rural areas travel further and rely more on private cars whilst city residents make more short trips by walking, cycling or public transport.

Figure 4 - Survey responses by postcode area based on perception of travel options.



Views on Transport: Transport Priorities

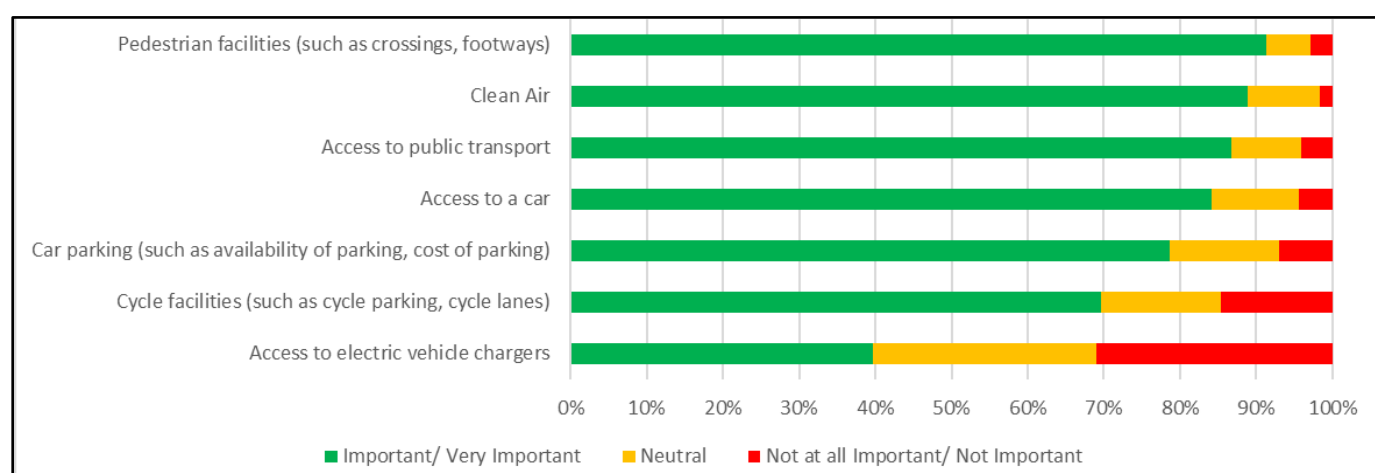
Respondents were also asked to identify the importance of a number of points regarding transport. The results are summarised in **Figure 5**.

For all respondents, pedestrian facilities, followed by clean air were considered most important, with approximately 90% of respondents stating that these are important or very important.

Access to public transport and access to a car were considered important or very important by almost 85% of respondents.

Access to Electric Vehicle (EV) chargers was the option considered least important. This may reflect that it is still a maturing area and EV ownership is still growing. In 2025, there is estimated to be between 7,100-24,000 registered battery EVs in Herefordshire based on different prediction methods. Although the different methods are credible, uptake is thought to be lower in rural areas, so the rural character of Herefordshire makes it reasonable to assume that ownership is in the lower end of the predicted range⁶².

Figure 5 - Survey responses on how important different transport aspects are.



The importance of certain transport themes also varied by resident geography. Some of these variations are summarised below:

- 'Clean air' was the most important to respondents who lived in Hereford City.
- 'Access to a car' was more important to those living in rural areas than in Hereford City.
- 'Access to cycle facilities', 'Access to a car' and 'Car parking' were all of similar level of importance to residents of Hereford City.

Views on the LTP Place Based Strategies

LTP5 is made up of three place based strategies including:

- Hereford City
- Rural Herefordshire and Market Towns
- The Transport Network

Figure 6 summaries the level of support for each of the place type strategies by objective. This highlights that there was a high level of support across all the objectives for each place-based strategy, with each theme receiving support from 75% of respondents.

⁶² [Electric Vehicle Strategy for Herefordshire, 2024](#)

The strategy for Hereford City received the highest levels of support, with over 85% of respondents either supporting or strongly supporting each of the objectives. This included approximately 88% of respondents stating support for the ‘Supporting a Thriving and Prosperous’ objective, within which were proposals for a new vehicle route to the west of the city and improved walking, cycling and wheeling across the city and to new developments.

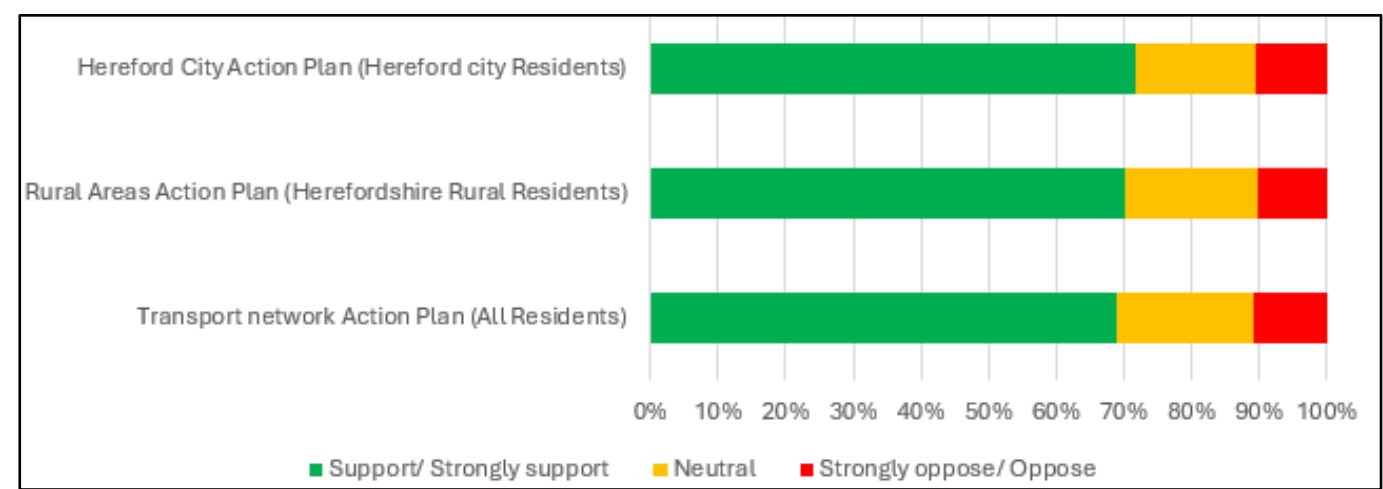
‘Enabling healthy behaviours’ and ‘Improving transport safety and security’ received the strongest support across all the objectives. This objective typically included proposals for improving facilities for walking, wheeling and cycling.

Figure 6 - Level of support for objectives in each LTP place based strategy



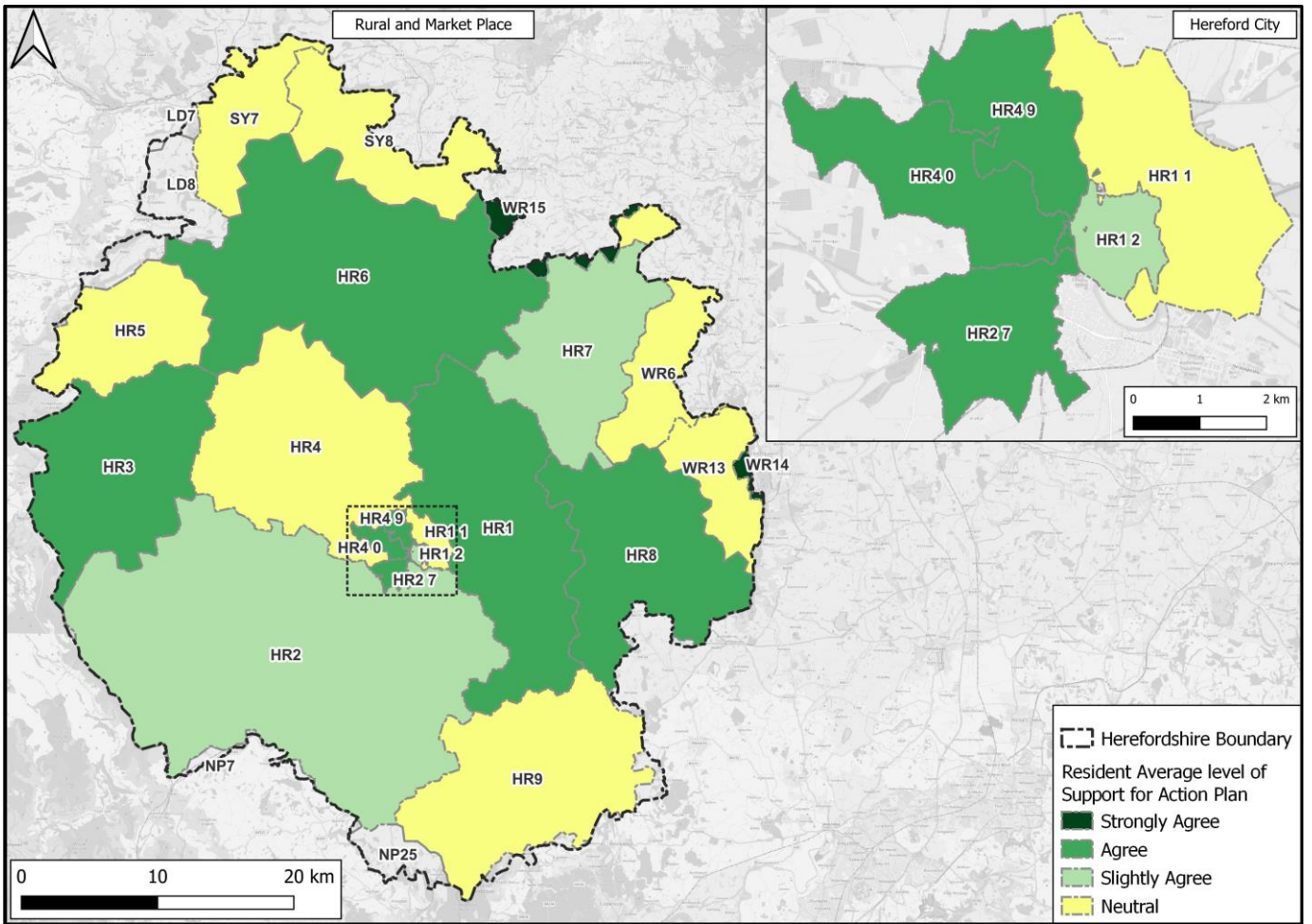
Respondents were also asked to indicate their level of support for the place based action plans, as shown in **Figure 7**. This highlighted a good level of support for each, with 65% to 75% of participants expressing support for each action plan compared to 10% who opposed or strongly opposed.

Figure 7 - Level of support for the action plan for each place type.



The level of support by geographic area is shown in **Figure 8**. This highlights the greatest levels of agreement for the LTP action plans were residents from Hereford City and the larger Market Towns of Leominster and Ledbury.

Figure 8 - Level of support for Rural Areas and Market Towns Action Plan by postcode area.



Public Text Responses and Suggestions

Public Responses

Public participants were also invited to provide written feedback in open text questions with regards to any specific points that were missed in the draft LTP5 and if there was anything further they would like to add.

Respondents provided a number of comments across a range of themes and modes. These included comments relating to public transport, active travel and parking, as well as wider themes such as environment, sustainability and new development.

Figure 9 provides an overview of the most frequently raised points. **Table 1** then provides a more extensive list of the wide range of points raised in the open text questions.

Figure 9 - Level of support for Rural Areas and Market Towns Action Plan by postcode area.



An overview of how the LTP has been updated to reflect the points raised for the different place-based strategies is further provided in at the end of this note.

Table 1 - Summary of Frequently raised comments or suggestions in open text questions.

Primary Theme	Secondary Theme	Description
Public Transport	Cost	Public transport perceived as too expensive, and comments relating to cheaper, subsidised or free travel.
Public Transport	Integration	Improved integration between buses, trains, park and ride and better planning of public transport networks.
Public Transport	Strategic Connectivity	Call for links between towns, not just to Hereford.
Rail	Rail Services	Poor frequency, and desire for more direct services (especially to London).
Rail	Rail Reliability	Trains not running consistently.
Rail	Additional Railway Stations	Call for better rail access across the city, need for additional services or to reopen railway stations.
Buses	Bus Station	Support for existing locations of bus station.
Buses	Hub Concern	Criticism of new hub proposal.
Buses	Bus Frequency / Late Services	Requests for more evening services and a higher bus frequency in general.
Buses	Bus Connectivity	Poor links between towns, colleges and services.

Buses	Rural Bus Services	Need for investment in rural buses.
Buses	Bus Lane – Concerns	Negative views on impact of bus lanes.
Buses	Bus Infrastructure – Missing Features	Lack of real-time info, timetables, cycle storage on busses and more leg room.
Buses	Alternative Modes – Zipper/Tram/Park & Ride	Proposals for other forms of transport such as trams or zipper buses.
Roads	Bypass	Support and opposition for bypass development and new bridges/river crossings.
Roads	Road Layout	Mix of specific comments praising and criticising current road infrastructure design due to congestion.
Roads	Maintenance	Suggestion that priority should be potholes and resurfacing.
Roads	Rural Roads	Call for more road maintenance in rural areas.
Roads	Speed Limit Changes	Call for changes to be made to speed limits.
Roads	Vehicle Reliance	People forced to drive due to lack of options.
Parking	Preserve Parking / Improve Parking	Resistance to losing spaces and suggestions for better/more parking generally.
Parking	Parking Costs	Complaints that parking charges are too high or unfairly placed.
Safety & Crossings	Road Safety - General	Roads too dangerous for cycling and walking.
Safety & Crossings	Crossings – Missing/Unsafe	Pedestrian and cyclist crossings missing or unsafe.
Active Travel	Walking Safety	Comments on need to improve walking infrastructure and safety.
Active Travel	Improve Cycle Infrastructure	Need for safer, better-connected cycling routes.
Active Travel	Cycle Infrastructure – Specific Projects	Targeted suggestions for new cycling infrastructure.
Active Travel	Cycle Route Location	Dislike for current cycle lane placement and safety concerns.
Active Travel	Greenways	The strategy should reference and consider Greenways.
School Travel	Safe School Travel	Needs to consider safe walking and cycling routes to schools.

Rural Investment	Urban / Rural Imbalance	Rural areas often overlooked and should be a greater focus for investment.
Other Modes	Horse Riding	LTP5 should consider the needs of horse riders.
Other Modes	Motorcyclists	LTP5 should consider the needs of motorcycles.
Other Modes	Shared Car Scheme	LTP5 should consider shared car schemes.
Electric Vehicles	Funding	Mix of comments on supporting EVs for climate action. The Council should not fund EV infrastructure.
Environment / Sustainability	Flood Risk	The strategy does not include or assess flood risk.
Environment / Sustainability	Landscape / Heritage	Concerns about impact on local landscape and heritage sites
Environment / Sustainability	Green Spaces / Public Realm Improvements	Support for more green spaces and public realm improvements such as trees and litter picking.
Environment & Sustainability	Climate & Pollution – General Concern	Need to reduce congestion and associated emissions.
Enforcement	Enforcement Needed	General enforcement infrastructure needed, such as speed cameras and illegal parking.
LTP Document	Detail and Ambition	Strategy/action plan is lacking detail and could be more ambitious.
LTP Document	Transparency	Want more transparency and public scrutiny of proposals.
Behavioural Change Focus	Too much emphasis on Behaviour	Perception that the plan over-emphasises changing behaviour rather than infrastructure.
Cost / Value Concerns	Infrastructure	Scepticism over expensive infrastructure.
New Development	Opposition to Planned Housing	Concerns raised that the strategy will be used to justify and support large scale housing development to meet government targets.
Other Modes	Horse Riding	LTP should consider the needs of horse riders.
Other Modes	Motorcyclists	LTP should consider the needs of motorcycles.
Other Modes	Shared Car Scheme	LTP should consider shared car schemes.

Stakeholder Responses

Transport Authorities and/or Operators

Midlands Connect, Worcestershire County Council and Monmouthshire County Council indicated their support towards improvements in regional public transport and rail connectivity along with broader connectivity to Birmingham and London. Monmouthshire also expressed a desire to promote and improving bus services between Monmouth and towns within Herefordshire including Ross-on-Wye and Hereford.

Gloucestershire County Council expressed support for improving public transport links that integrate with the Local Nature Recovery Strategies and enhancing sustainable tourism and the economy through mutual partnerships between the counties as Gloucester is a key neighbouring destination for Herefordshire. They also wanted to see reference to active travel links into Gloucestershire (i.e. to Newent) and supports the extension of the 20mph speed limits in rural areas.

National Highways supported the LTP's objectives regarding active travel improvements, freight and EV infrastructure schemes. National Highways also welcomed collaborating with Herefordshire Council on the proposed Hereford Bypass and future planning applications impacting the Strategic Road Network, and potential funding sources for infrastructure improvements on their network (should there be a gap in funding).

National Highways would like to have more detail on proposals that could impact the Strategic Road Network, such as new active travel facilities, improvements to bus stop facilities and access relating to new development, although it was noted some of these are emerging proposals that will be developed further alongside the next Local Plan.

Natural England noted that LTP5 was positive and had a lot to be commended. They were satisfied with the Strategic Environmental Assessment and noted that the objectives were comprehensive for this assessment and demonstrated an understanding of key issues including biodiversity, net gain and water. They also agreed with the overall conclusions in the Habitat Regulation Assessment that further, more detailed assessment would be needed at Appropriate Assessment Stage.

Historic England were pleased to see feedback on the Scoping report had been taken on board and requested an additional Strategic Environment Assessment indicator relating to Historic Environment.

Parish Councils

A total of nine parish, town and city councils responded to the consultation. Each response provided insight into the issues, priorities and opportunities of their respective local areas. There were also three common themes which emerged across all the responses which included:

- (i) **School Travel** – The LTP5 needs to provide greater clarity regarding school travel.
- (ii) **Addressing Heavy Good Vehicles (HGV) and Freight Impact** – There is a need to address the negative impact that HGV and freight vehicles have on the rural lanes, market towns and villages.
- (iii) **Expanding Low-Speed Areas** – There is a desire for 20mph or low speed areas to be expanded to more areas (raised by Bromyard, Brinton and Leominster).

Councillors

Five councillors responded to the consultation. Each Councillor provided comment across a range of themes and included comments specific to their ward as well across the LTP more widely.

Points that were most frequently raised from the Councillor responses include:

- (i) **Prioritising Young People and Children** – There is a need for stronger consideration of the needs of younger people and children within the LTP's text and policies.

- (ii) **Addressing Rural Inequalities** – More bespoke solutions are needed to address the unique needs of rural communities and to reduce rural inequalities.
- (iii) **Clarification of Key Actions** – There is a call for greater clarity around key actions within the LTP to ensure these are easily understood, deliverable and help to develop a pipeline of shovel ready schemes.

Other Stakeholders

A wide range of community groups, councils and organisations suggested more inclusive, accessible, and better-connected transport services across Herefordshire.

Key concerns include disconnected bus and train services in Leominster, inadequate public transport access in rural areas and misalignment of bus schedules with college timings. These issues have had a negative impact on the ability for residents to access education, work and local services. Common responses raised included:

- (i) Later operating hours of bus services to support businesses and provide an alternative option to driving.
- (ii) Safer active travel infrastructure.
- (iii) Improved accessibility for disabled residents.

Several groups have advocated for rural active travel networks, use of disused rail lines, and canal corridors for off-road travel. Some also stressed the importance of environmental protection and biodiversity integration in transport planning.

Overview of College Engagement

The consultation received a number of responses from college students and young people, including from a targeted engagement event at Hereford Sixth Form College. The four key themes emerging from the college students included:

- (i) **Public Transport Services** – Current services are perceived as unreliable, infrequent and inadequate for young people's needs. In particular respondents highlighted the importance of providing Wi-Fi on all services, better maintenance of vehicles and prioritising public transport on the road network.
- (ii) **Cost of Travel** – Public transport was considered expensive for the level of service provided.
- (iii) **Access Constraints** – Access issues including physical access to services, digital access to up-to-date timetables and ticketing, and urban design that does not favour pedestrian movement.
- (iv) **Safety of the Transport Network** – A number of safety concerns were also raised including the safety of the railway station, cycle lanes, and the overall feeling on safety on roads in rural and urban environments.

Conclusions and Recommendations

Consultation on the draft Herefordshire LTP ran from 1st May 2025 to 30th June 2025. Consultation was primarily hosted online with a handful of additional events and hard copies of the LTP in local libraries.

A total of 578 people responded to the consultation. There was a broadly even split by male and female. There was a good representation across age bands, including 35% of respondents aged under 24.

Views on current transport in Herefordshire highlighted mixed views on the quality of existing transport provision. People living in rural areas to the west, southwest and northeast were the most dissatisfied, whereas those in Hereford City provided a more positive response to this question.

Respondents also highlighted that pedestrian facilities, followed by clean air were most important to them. Access to public transport was stated to be as important as access to a car, albeit access to a car was more important for rural residents than residents of Hereford City. Conversely, facilities for cycling were more important to residents of Hereford City.

Respondents were supportive of the LTP Action Plans. Approximately 70% of respondents agreed or strongly agreed with each of the place based strategies, compared to 10% opposed or strongly opposed. Support was highest for residents of Hereford City, and in the areas in and around the market towns of Leominster and Ledbury.

A number of organisations also responded to the consultation. Across these responses, the following themes were most frequently raised:

- **Public Transport** - Including improved frequency, information operating hours and interchange.
- **Safety of the Transport Network** - Including for vulnerable road users, school travel, impact of HGVs, support for lower traffic speeds and design to favour pedestrians.
- **Freight** – The impact of larger vehicles and improving provision for drivers.
- **Rural Investment** – Request for more solutions to address the unique needs of rural communities and to reduce rural inequalities.
- **Action Plan measures** – Request to provide more detail on proposed interventions.

Overall, the feedback from the consultation has shown support for the strategy and measures in the draft Herefordshire LTP.

The feedback also identifies areas to consider further and that could further enhance the LTP. This feedback has informed the update to create the final LTP strategy and Action Plan.

Summary of Hereford City Strategy Comments

An overview of the key comments provided relating to the strategy and action plan for Hereford City, and how they have been actioned is summarised below.

Stakeholder Suggestion	Work Planned
Support for building Hereford bypass to reduce congestion and support growth.	Already included within LTP.
Highlight that a bypass will reduce HGV traffic in Hereford and improve conditions for sustainable transport.	Already included within LTP.
Increase number of cycle lanes to and from Aylestone School.	Included in LTP, and further detail added within the LTP action plan.
Insufficient transport links between transport hubs and Hereford Enterprise Zone	Number of schemes to do this included in LTP and will continue to work with operators to secure further improvements.
Include better bus and cycle connectivity west towards Hereford MOD community.	Enhanced cycle routes included in LTP action plan and will work with operators to explore how to further enhance bus links.
Deprioritise Eastern Bypass for road vehicles needs to be made clearer.	Eastern bypass not included in LTP.

Table Key	
Included in LTP or plans in progress	
Will assist stakeholders to progress	
To be investigated further	
No immediate plans/not feasible	

Summary of Comments on Rural Areas and Market Towns

An overview of the key comments provided relating to the strategy and action plans for the Rural areas and Market towns, and how they have been actioned is summarised below.

Stakeholder Suggestion	Work Planned
Bus and rail services are Leominster are disconnected and should be enhanced.	Improvements to Leominster station Forecourt and improved bus/rail links to Leominster included in LTP.
Reflect growth in Ledbury, including improved crossings on Leaddon Way.	Updated wording in LTP to reflect this, and crossings of Leaddon Way included in LTP action plan.
Extend 20mph speed limits in rural centres and market towns	Increased clarity about where appropriate included in the LTP.
Provide more detail on active travel priorities across rural areas & market towns.	Increased detail in Action Plan to reflect the priorities from the Herefordshire LCWWIP.
Provision of enhanced parking facilities in Bromyard.	Included in the LTP Action Plan.
Include reference to Ledbury town centre enhancement scheme.	Included in the LTP Action Plan.
Include walking and cycling routes between Ross and Ledbury, Newent and surrounding villages into neighbouring areas.	Partially included so that routes to new developments, for example from Ross-on-Wye heading east.
Include Greenways on disused rail lines.	Will support community proposals to progress Greenways where there is landowner support.
Later bus services between Hereford and Ross-on-Wye are needed.	Included as an aspiration within the LTP, but to be explored further with operators.
Extension of e-bike scheme to market towns and villages.	Included as an aspiration within the LTP, but to be explored further with operators.
Re-opening of railway stations	Work with communities to support the potential re-opening of railway stations.
Include half hourly bus services to/from Ledbury, Kington and Bromyard.	Not considered feasible. These have financial support to run at hourly/two hourly, and unlikely to be sufficient demand to enable higher frequencies.

Table Key	
Included in LTP or plans in progress	
Will assist stakeholders to progress	
To be investigated further	
No immediate plans/not feasible	

Summary of Transport Network Comments

An overview of the key comments relating to the Transport Network, and how they have been actioned is summarised below.

Stakeholder Suggestion	Work Planned
Promote home charging and peer-to-peer charging networks for electric vehicles.	Already included within LTP.
Support welfare improvements for lorry drivers.	Sites to improve facilities now included in LTP5 Transport Network.
Include measurable targets for the LTP.	Monitoring and evaluation added into LTP.
Safer routes to school.	Added as a key measure and further detail on improvements included in LTP action plans.
Proposals for Road Investment Strategy 3 (RIS3) should be included.	Schemes identified by National Highways included in LTP Action Plan.
Recognise bridleways in LTP.	LTP updated to include reference to bridleways.
Reference the proposed rail infrastructure upgrades needed to improve services.	Included in the LTP and wording updated to reflect this more clearly.
Improve provision for coaches	LTP updated to include actions to improve coach parking facilities in key locations and support tourism.
Include additional policy about ambitions for public transport/buses	Additional policy around public transport added into the LTP.
Include greater reference to canal and river assets in the LTP.	Reference to the canal and river assets have been added to the LTP.
Better align bus services with college student schedules.	To be explored further with operators and review of current bus network going forward.
Integrate biodiversity and carbon goals and habitat protection into LTP.	Metric for Carbon included in monitoring plan and will work with partners to support environmental improvement. Biodiversity policy added into the Transport Network.
Recommended for there to be a 24/7 disabled bus pass.	Noted, no further action as this time. Would require further funding, but priority is increasing service frequency.
Use insurance collision data to monitor road safety.	No action required. Current STATS19 data considered most suitable dataset to measure this.

Table Key	
Included in LTP or plans in progress	
Will assist stakeholders to progress	
To be investigated further	
No immediate plans/not feasible	



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LTP5 Final